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National PRINTER-JOURNALIST





GEO. H.
BENEDICT & CO.
ENGRAVERS & ELECTROTYPERS
175-7 CLARK ST.
CHICAGO.

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9 Dec 46 MATTHEWS

ESTABLISHED 1844

UNEXCELLED 1900

ALL IMPORTANT RECORDS
SHOULD BE INSCRIBED ON
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OF PAPER**
THEY ARE THE BEST

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PAPER ARE THE BEST**
FIFTY-SIX YEARS OF
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The Cheapest that's good to the Best that's made

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POSSESSING the largest and most complete Printing Ink Works in America, the Ault & Wiborg Company give the most careful attention to the requirements of the trade, and their superb equipment enables them to best fill the wants of Ink consumers in every department of the graphic arts. . . .

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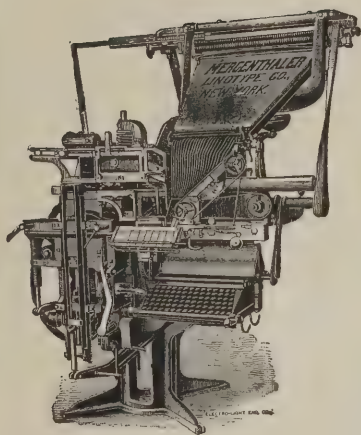
Co.

CINCINNATI

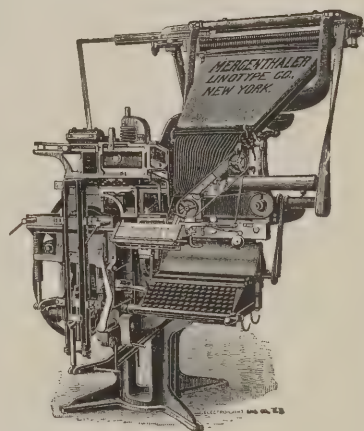
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UP-TO-DATE METHOD OF COMPOSITION IS ACCEPTED
BY ALL ♣ ♣ UNIVERSAL ADOPTION NOW IN RAPID
PROGRESS ♣ ♣ NO SKILLED MACHINIST REQUIRED.

ONE SECRET OF
LINOTYPE SUCCESS;



Linotype book composition in New York City costs 19 cents per thousand ems; hand composition costs 40 cents per thousand ems. Both for corrected matter on the galley—same proportion everywhere.



OVER FIVE HUNDRED OFFICES
HAVE ONE MACHINE EACH.

MERGENTHALER *LINO*TYPE CO.
TRIBUNE BUILDING, § § § NEW YORK CITY.

P. T. DODGE, President.

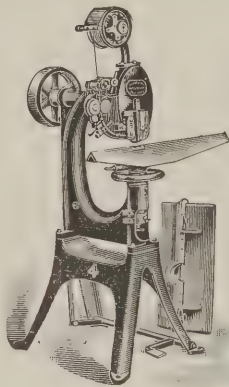
THE VITAL POINTS

TO BE CONSIDERED BY A PRINTER
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DURABILITY OF CONSTRUCTION,
POSITIVENESS IN ACTION,
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OUR
WIRE
IS
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Capacity:
One sheet to $\frac{1}{2}$ inch.

OUR NEW PERFECTION

No. 4 HAS ALL THESE
AND MANY MORE.

Write for folder and further information to

THE J. L. MORRISON CO.
NEW YORK. LONDON. TORONTO.

THE PRINTERS' ROAD.

T RAMP PRINTERS

Always take the Monon Route,
Keeping on its straight and
Even track between Chicago and

The metropolis of Ohio.
How, indeed, could they
Expect to lock their forms

More quickly,
Could find a stone more smooth?
No kick is coming
Could objection on account of
Not coming out on time. **The Monon**

Route is the fat take
Could find all who have occasion to
Use a first-class line between
The big city of Chicago and
Either Indianapolis, Cincinnati or Louisville.

Apply for tickets at the Job Office,
232 South Clark Street,
...Chicago...

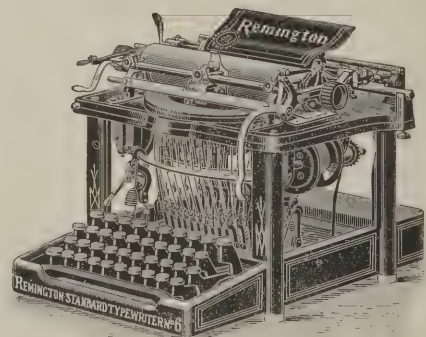
ASK ANY experienced user of writing
machines which one is unquestionably
the best known because the oldest, most dur-
able, easiest to run, and to get operators for.

The answer will invariably be the

REMINGTON

Standard

TYPE-
WRITER.

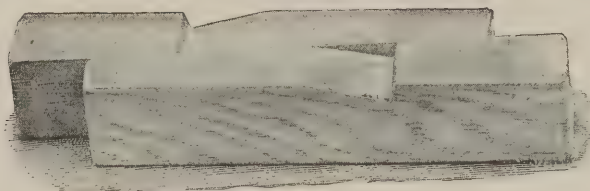


Wyckoff, Seamans & Benedict,
327 BROADWAY, - NEW YORK.

...IMPROVED WOOD QUOIN...

The "Wells" Long Wood Quoins

DO YOU SEE
THAT NOTCH?



DESIGNED BY

MR. HEBER WELLS,

OF PATERSON, N. J.

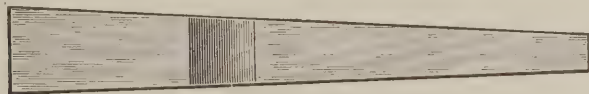
CONTRARY to what some of the wise ones will tell you, the days of wooden quoins are not over. We sell carloads of wooden quoins in the course of a year, and this is abundant evidence that the best printers still use them. These new quoins, with their long bearing surface, will increase the use of wooden quoins to a still greater extent. About the only advantage the metal quoin has over a wooden one is the long bearing. In using these quoins a perfect lock-up is secured, for the quoins are so long that a great pressure is secured without severe driving.

THERE IS ONLY ONE QUOIN, and any two quoins make a pair.

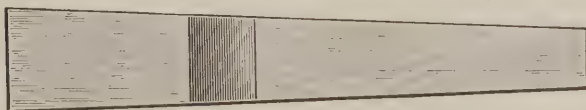
They are beveled on one side only. No time is lost in looking for rights and lefts, and this is the secret of their success.

STRAIGHT FURNITURE can be used and NO SIDE-STICKS are required. Every practical printer will appreciate this great advantage.

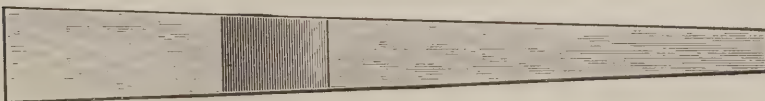
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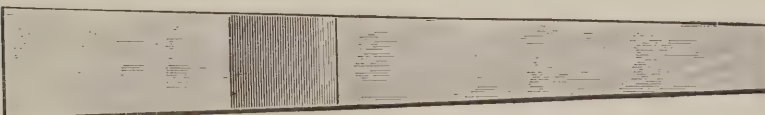
No. 2



No. 3



No. 4



The above cuts show the Top Face of the Wells Long Wood Quoins, in their exact size. Beveled one way only.

These quoins are improved by a **TOP NOTCH**, which greatly assists in unlocking the forms. They are made in four sizes, all working in pairs with straight furniture, or **they can be used singly with side-sticks.** We believe that our customers

will be quick to recognize the superior advantages of this improved wooden quoin. They are put up in neat paper boxes, properly labeled, each box holding 100 quoins.



LIST PRICES.

No. 1	Box of 100 Quoins	Hickory, \$.75	Boxwood, \$1.10
" 2	" 100	" .75	" 1.10
" 3	" 100	" 1.10	" 1.75
" 4	" 100	" 1.10	" 1.75

The above prices are subject to the usual discount on Wood Quoins.

MANUFACTURED EXCLUSIVELY BY....

THE HAMILTON MFG. CO.

Main Office and Factory, - - TWO RIVERS, WIS.
Eastern Factory and Warehouse, - MIDDLETOWN, N. Y.

.....WOOD TYPE AND PRINTERS' FURNITURE.....



If you will give us a trial we will convince you that the above statement is

THE TRUTH

We do not say that nobody else can make as good inks as we do, for that would only be a foolish assertion, but we claim and KNOW that our inks are AS GOOD as any inks on the market and BETTER THAN SOME.

Try our No. 401 BLACK
at 25 cents per lb., net.

Chicago Printing Ink Co.

Cor. Grand Ave. and Rockwell St., - - - CHICAGO, ILL.

'PHONE, WEST 745.

We're Not Giving Chromos

In order to sell our machinery ; fact is, the name "Challenge" is sufficient, it's a synonym for superior quality.

Take the CHALLENGE COUNTRY PRESS, for instance—the best Country Press ever made—designed for the country printer, meets his requirements exactly ; enables him to print his paper or job work that's too large for his eighth-medium easily and quickly without steam or other motor. It is easy on the type, has many modern improvements, including points and reel rods in cylinder, color back fountain, impression adjustment, large bearings for cylinder, rigid, unyielding bed, and automatic gripper mechanism, unbreakable even if grippers are left open.

Purchasers of the CHALLENGE are its best friends. Here's what one wrote recently, and we have plenty more of similar character :

ALL DEALERS
SELL THEM.

GENTLEMEN—Since we got the Challenge we have very nearly doubled our circulation. Last week we made a record. A young man who had not turned off the edition but once or twice since we got the press, came in, and we got him to "turn off" for us. He hadn't had hold of the press for about six months. He turned off 720 copies in one hour and three minutes, which included a stop of five minutes to put up a fresh batch of paper. Seven hundred and twenty in an hour is pretty good time.

We are going to get out a special edition on December 21. It will contain enough halftone cuts to make three solid pages and over.

Respectfully,
Orion, Ill., Dec. 4, 1899.

BOLLES & STEVENSON.

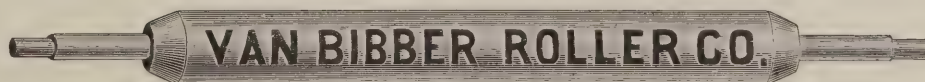
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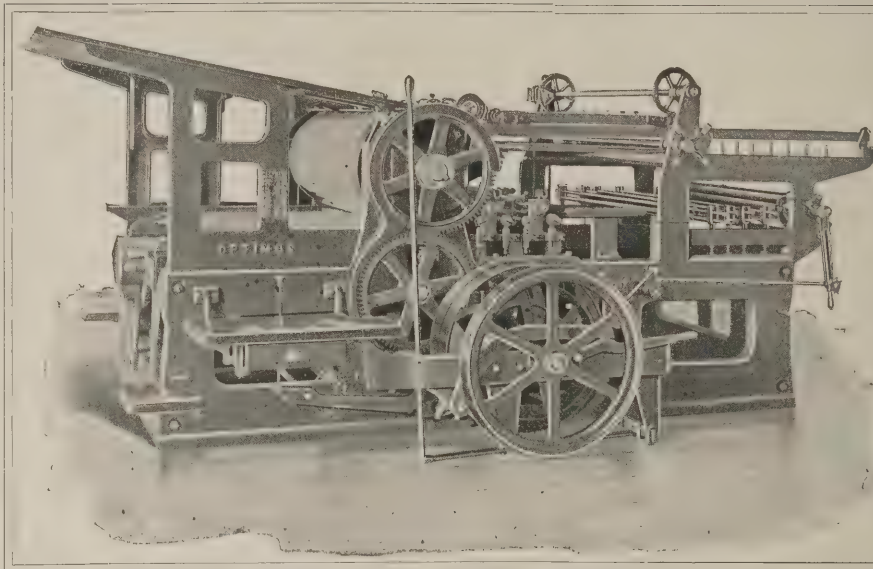
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THE BEST PRESS
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OPTIMUS Two-Revolution,
DISPATCH Single Revolution,
STANDARD Drum Cylinder,
REGULAR COUNTRY,
and Other Cylinder Presses.

Copper=Facing Type Doubles the Durability of Every Font *****

NEW YORK TRIBUNE,
NEW YORK, February 3, 1888.

TO THE NEWTON COPPER TYPE COMPANY.

Since writing my testimonial on July 23, 1858, I have had thirty years of additional experience in the use of Copper-faced Type, and I assume the responsibility of saying that I not only believe, but that I know, that Copper-facing type adds at least 100 per cent to its wearing value, whether the type is used for stereotyping, electrotyping, or letterpress work. Yours, THOMAS N. ROOKER.

WRITE FOR TRADE STATEMENTS.

Typefounders should be requested to forward fonts to the patentees, who send them coppered to their destination.

WE GUARANTEE { 5,000 pounds in a week.
1,000 pounds in a day.
Pay freight one way.

Newton Copper-Faced Type Co.

C. J. ORCHARD, Secretary.

15 and 20 Rose Street, New York.

ESTABLISHED 1851.

Metropolitan Realty Building.

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176 pages, 176 illustrations,
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2 cents.

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72 pages, 18 illustrations,
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48 pages, 39 illustrations,
2 cents.

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for postage named.

They tell the story

of wonderful sights and scenes, and
special resorts for tourists and home-
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They are published by the

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are literary and artistic, and will make
you better acquainted with the attrac-
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A. G. P. A., A. T. & S. F. R'y, ...CHICAGO...
1870 Great Northern Bldg.

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ENGRAVING

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ST. LOUIS, MO.

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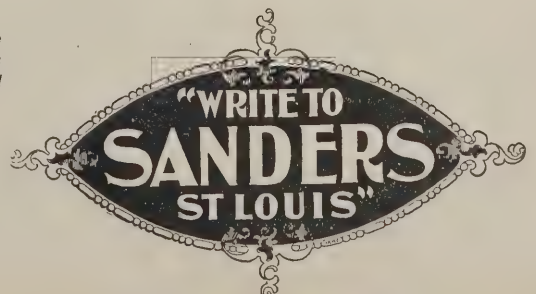
HALF-TONE
AND ZINC
ETCHERS

DESIGNERS

Two specimens of vignetted half-tone work illustrating Sanders' method of make-ready on the block before finishing the cut.



If you contemplate having illustrations of ANY KIND and wish the best . . .



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OHIO AND POTOMAC RIVERS.

CIRCULATES in every town and village of Louisiana, Mississippi, and Alabama, and in all the leading towns of Texas, Tennessee, Florida, Georgia, and other Southern States.

A thoroughly up-to-date newspaper with correspondents in every portion of the country, and the fullest news—social, political, industrial, etc.—from all points.

The strongest and most independent organ of public opinion in the South. A newspaper which is free from all bonds to corporations, factions, etc.; which is the organ of no person, faction, or corporation, but can speak out and does speak out strongly, emphatically, and energetically on all the great questions of the day; which is the representative and mouthpiece of the people, and the leader and moulder of public opinion.

The TIMES-DEMOCRAT is one of the most active promoters of the literary movement in the South—publishes more literary matter from writers in all parts of the South, and spends more for original literary matter, than any paper of the section. Its Southern news, its market, financial, and commercial reports

are complete, thorough, and accurate, and it covers the entire field of news, making it the best advertising medium for all the States of the Southwest.

Its mechanical department is perfectly equipped. It operates a full quota of Linotype machines, and has added to its pressroom within the past few months one of the largest and finest presses in the country, making it the most perfect in the South.

The TIMES-DEMOCRAT is one of the best-equipped newspapers in the country, furnishing the most complete news, and exercising an influence and power throughout the section in which it is printed—greater than any other paper.

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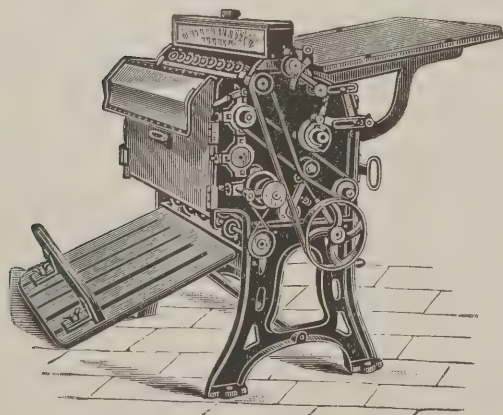
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The Printer

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being the only improvement in Chases during the last
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Hit Him Hard.

They are the only perfect Chase ever made—absolutely accurate; sides against which the type lays are square and smooth; type never gets off its feet; sides are absolutely at right angles with ends; Chase is made as though cut out of a solid block of metal; quickly made; made and sold all over the United States by

BARNHART BROS. & SPINDLER,

Typefounders and Electrotypers, Chicago, Ill.

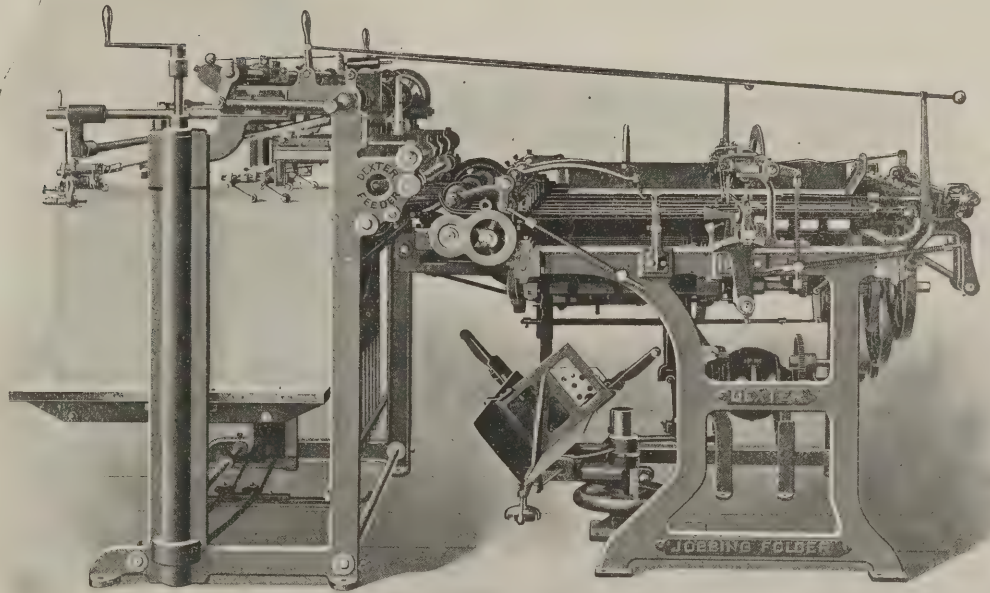
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WILLIAMSON-HAFFNER

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ESTABLISHED 1872

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DENVER

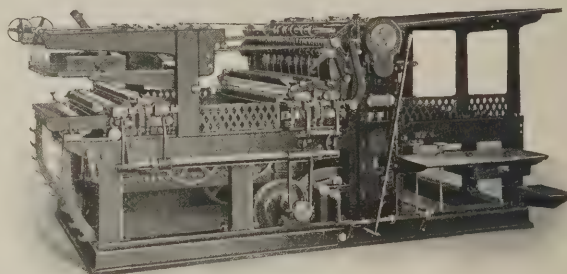
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START THE TWENTIETH CENTURY RIGHT !

*With the price of labor and materials at the highest point, to attempt to do business with antiquated machinery is certain ruin.
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Do you need a Two-Revolution Press ?

IF so, investigate, but beware of those who claim much in a general way — who, instead of showing the advantages of their machines, talk about “Springfield rifles” and “the shape of the lion’s claws” — who have the “fastest two-revolution press ever built” (constructed with the knuckle joint driving the bed from one side), “a reciprocating bed with a centerless motion,” and with “two tracks better than four, “a NEW CRANK movement two-revolution,” etc., etc. It is no doubt difficult for a printer, who is not a mechanic, to make proper selection when most of the builders claim to have the “best built,” “quickest running,” “most accurate,” “most durable,” “most powerful,” or, in fact, in every way the most perfect and desirable machine. In order, however, that he may not purchase a machine from a prevaricator, he should write us for our catalogue of printing machinery.



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YOU CAN DEPEND UPON GETTING RESULTS THAT OTHERWISE MIGHT BE IMPOSSIBLE. OUR “H. D. BOOK” AND HALFTONE INKS ARE UNSURPASSED. ASK US TO MAIL YOU SAMPLES OF WORK DONE WITH THESE INKS.

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SIMPLEX One-Man Typesetter

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December, 1899: Simplex in use in twenty-one States, on dailies, semi-weeklies, weeklies, class publications, etc.

In this day and age a new machine can not succeed unless it satisfactorily meets a want, and thereby deserves success.

The rapid strides of the SIMPLEX in one short year speak eloquently of its merits.

Publishers who want to increase their profits, handle news more fully at less expense, take the lead in their field, meet successfully the growing competition, and do so in the cheapest, easiest, most effective, and most profitable way, should investigate the SIMPLEX at once.

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THE DOWAGIAC TIMES.

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VOLUME VI NUMBER 9 CHICAGO, SATURDAY, JULY 1, 1898. Subscription Price \$1.00 a Year

MORRIS COUNTY CHRONICLE.

The Greenwich News.

OAKLAND JOURNAL.

The Nodaway Democrat.

THE TIMES.

The Berkshire Courier.

THE SATURDAY EVENING POST
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 Founded A.D. 1728 by Benjamin Franklin
 Philadelphia December 4, 1898

Souderton Independent.

Fosterlandet.

THE MANCHESTER PRESS.

The Weekly Chronicle.



GOOD-CHILDREN STREET.

(From "Lullaby-Land," by Eugene Field, published by Charles Scribner's Sons, New York.)

Copyright, 1892 and 1897, by Julia Sutherland Field; 1892, by Mary French Field; 1893 and 1894, by Eugene Field.

There's a dear little home in Good-Children
Street —

My heart turneth fondly today
Where tinkle of tongues and patter of feet
Make sweetest of music at play;
Where the sunshine of
love illumines each
face

And warms every heart
in that old-fash-
ioned place.



For dear little children go
romping about
With dollies and tin
tops and drums,
And, my! how they
frolic and scamper
and shout
Till bedtime too speed-
ily comes!
Oh, days they are gold-
en and days they
are fleet
With little folk living in
Good-Children
Street.



See, here comes an army with guns painted red,
And swords, caps, and plumes of all sorts;

The captain rides gaily and proudly ahead
On a stick-horse that prances and snorts!
Oh, legions of soldiers you're certain to meet —
Nice make-believe soldiers — in Good-Children
Street.



And, yonder, Odette
wheels her dolly
about —
Poor dolly! I'm sure
she is ill,
For one of her blue china
eyes has dropped out
And her voice is asth-
matic'ly shrill.
Then, too, I observe she
is minus her feet,
Which causes much sor-
row in Good-Child-
ren Street.



'Tis so the dear children
go romping about
With dollies and ban-
ners and drums,
And I venture to say
they are sadly put
out
When an end to their
jubilee comes:

Oh, days they are golden and days they are fleet
With little folk living in Good-Children Street!



PAGE M. BAKER,
Editor-in-Chief of the New Orleans Times-Democrat, and his daughter
CONSTANCE,
five years old.

The little maiden was a great favorite of Eugene Field, and to her were dedicated
his verses entitled "Good-Children Street."



Chalmette Monument.



Bonzano House.



Spanish Commanderia.



Courtyard in Jackson's Headquarters—Home of Mrs. Davis.

VIEWS IN NEW ORLEANS—THE CRESCENT CITY.

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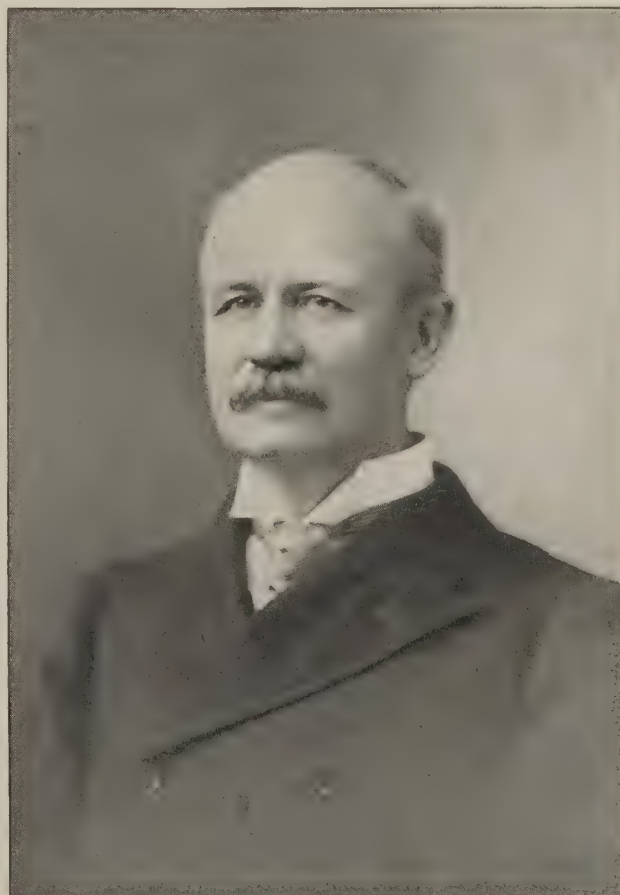
NO. 1

The Convention at New Orleans.

Great Preparations for the Fifteenth Annual Meeting of the National Editorial Association at the Crescent City.

EDITORS of the United States will have occasion to long remember the year 1900 and the fifteenth anniversary of the National Association. There will be one round of entertainments beginning at Memphis, taking life grandly at Jackson, the home of President Henry, carried forward at historic Vicksburg, and consummated in the carnival of sport and spectacular display at the Crescent City of the South. On the pre-convention visit by the editor of this paper the first stop after leaving St. Louis was at Jackson, Miss. Unfortunately President Henry was absent at New Orleans, looking after convention and excursion arrangements, but, arriving at the office of the Clarion Ledger, the son of the President, in charge, was found a worthy representative of his father. Through his courtesy the State Capitol was visited and the Governor and other state officials met, and then the office of the Jackson Evening News was invaded, introductions and an inspection of the print shop followed. At the Capitol the pleasure of meeting Colonel Powers, the Nestor of the Mississippi press, was enjoyed. He is now Secretary of State, with a popularity that promises to keep him in the position as long as he may feel willing to accept its duties. He, by no manner of means, has given up writing for the papers. He renders a real service to the State by preparing an article every week that is published in a hundred or more State papers, full of statistics and facts with regard to Mississippi, gathered in the course of his duties. State officials generally might be more useful by keeping closer in touch with the people and informing the taxpayers as to what is done with the State funds in the way of educational, reformatory, punitive, eleemosynary institutions and other matters. Governor A. J. McLaurin, the United States Senator to be, was cordial and earnest in his greeting, and impressed one as having the characteristics of a popular politician, joined with strong, aggressive intellectuality. However, he is not the Governor who will deliver the welcoming address on behalf of the sovereign State of Mississippi to the editors of the United States. The Legislature that convened three days later inaugurated a new Chief Executive

of the State, Judge A. H. Longino, who, like his predecessor, is a native Mississippian. The editors will have an opportunity to meet and learn more of these gentlemen. Hon. Luther Manship is another gentleman whom the editors will be glad to meet. He is an orator and lecturer of re-



R. H. Henry, President National Editorial Association.

known, whose "Evening of Song and Story" has won for him a warm place in the hearts of the people, and placed him in the high rank among the platform celebrities of the day. Then there will be the Mayor and other representatives of the State and municipal governments, and of the judges that will join in words of welcome to the representatives of the nation's greatest educational agency—the modern newspaper.

Speaking of the State Capitol, which will doubtless at no very distant day, give place to a new, more ornate, modern and pretentious structure, there is a great deal of historic interest about that old building. The foundation or corner stone was laid by Henry Clay in 1834, and its legislative halls have echoed with the voices of the greatest statesmen and orators of the South. Our first acquaintance with the building was in 1887 on the occasion of the meeting of the Stock Growers' and Butter-Makers' Association, over which as President, J. S. Hoard, afterwards Governor of Wisconsin, presided. Delegates had been appointed to this meeting from nearly every State in the Union, and the Governor of Mississippi had appointed or named as members nearly a thousand farmers of that State. The proceedings were intensely interesting and instructive. We then learned of the steps being taken in the State toward industrial education and of the splendid success of the State agricultural farm. The old building, with its many memories, through the pleasant and instructive occasions, both social and educational, won a warm place in affection and memory, and we shall feel sorry that it, too, like the men who have added to their fame and to the store of human knowledge, in its old halls, must be removed, to give place to a more worthy successor. When this Capitol was completed in 1836 it was counted the most elegant in the South; was the pride of Mississippi and the envy of the citizens of neighboring States; but, alas, the destroying hand of time has touched the once proud edifice, and its glory is in its history.

When the State Capital was located at this place it was known as the Le Flor Hill, or the Hill of Flowers, but the act of the Legislature authorizing its location provided that whatever place was chosen should be named Jackson, in honor of the great General and President, whose name still stands as the personification of the policy and principles of one of the great political parties of the nation.

Jackson has two daily papers, the Clarion Ledger, of which our "Department or Newspaper Criticism" had considerable to say in the December issue, and the Evening News. Through the courtesy of the publishers of the News, whose kindness we are able to give, the splendid illustrations and many of the interesting facts with regard to the city, and to present the bouquet of beauties, that ought to give the name of City of Belles to what was once known as the Hill of Flowers.

The News issued a very excellent "Illustrated Midsummer Edition" in July and followed that with an equally creditable Christmas edition on December 16th. The editions are proofs that extra issues pay.

It was in this office that the recent splendid record was made on a linotype machine of sixty thousand ems in eight hours by Mr. Frank Humphries, formerly a hand compositor, who started to learn the linotype last summer and picked it up at odd times when the machine was not engaged. His success shows that the old hand compositors need not be crowded to the wall if they will but adapt themselves to the new conditions.

Jackson has several important State institutions, among which are the Blind Institute, the Deaf and Dumb Institute, and the Lunatic Asylum, which the editors will have the

pleasure of visiting. The entertainment here will consist of a dinner at the hotel on the arrival of the train at about noon, a trolley ride about the city, and a visit to the insane asylum and to one or more of the schools, probably to either Jackson or Campbell College for Colored People; an informal reception at President Henry's residence, and then a reception at the opera house, where addresses of welcome will be made by the Governor of the State, the Mayor of the city, and by Bishop Chas. E. Galloway, Col. Charles E. Hooker and Judge A. H. Whitfield, representative of the State Press Association. This will be followed by a banquet at Masonic Hall, that has been tendered for the purpose, with the adjoining Odd Fellows' Hall as a reception room. This banquet will be under the direction of the ladies of Jackson. The Confederate monument, the old Capitol building, the Governor's mansion, the State institutions, the schools and churches will be found of interest. The site of the city is on a hill overlooking the valley of the Pearl River, from which the city gets its water supply.

Mississippi has made great progress in education, and in the efficiency of industrial and agricultural schools it stands at the front. It had the first and, so far as we now remember, has the only industrial school exclusively for girls not punitive in character in the United States. Here the young ladies receive a good English education and a thorough training in all the domestic arts necessary to the care and management of a home and to providing suitable dress; they are taught the real and useful accomplishments of life. The State constitution guarantees free public schools for four months in each year, at expense of State. Several counties have extended the term, and nearly all the cities and towns give a nine months' term.

The State University at Oxford, the Agricultural and Mechanical College at Starkville, the Industrial Institute and College at Columbus—all for whites—give free tuition at expense of State; the Alcorn A. & M. College, near Rodney, and the State Normal School at Holly Springs—both for colored—also give free tuition at expense of the State. Tougaloo University, near Jackson, the Jackson College, and Shaw University, at Holly Springs—all supported by church and missionary societies of the North—are each full to overflowing by colored youth aspiring to higher education. The two Agricultural Colleges receive liberal annual aid from the "Morrill Fund."

Mississippi has some of the best male and female colleges in the Southwest—most of them under denominational control, and all well attended. Comparatively few of the youth of Mississippi now find it necessary to go to other States for education.

The area of the State is 46,810 square miles, or 29,958,400 acres; improved acres, 5,216,937.

The number of farms (census 1890), 144,318; average size, 122 acres. The average size in former census (1880) was 156 acres; in 1870, 193 acres; in 1860, 370 acres. In 1860 there were only 42,840 farms; so that there are 101,478 more farms in 1890 than in 1860.

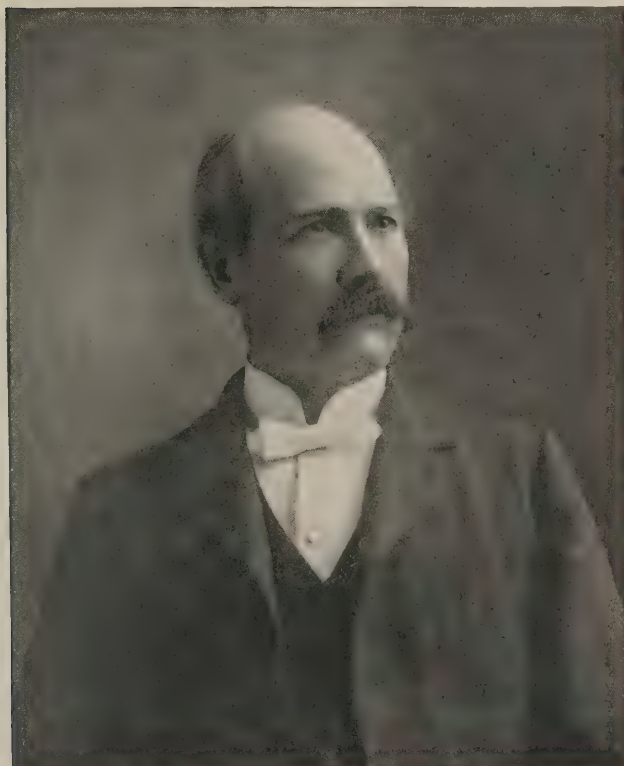
The census of 1890 gave a total population of 1,280,600—an increase of 158,003, or 13.96 per cent, since 1880. The present population is estimated at 1,400,600. The census of 1900 will show a total of 1,600,000.

There are 2,750 miles of railroad in the State—three main lines from north to south, three from east to west, with several shorter lines. Other roads now building or projected will give ample transportation facilities to every section of the State. The service on all the roads is good, and passenger and freight rates reasonable.

The annual death rate is only 12.85 per thousand popu-

lation, outranking in healthfulness Colorado, Alabama, Illinois, Georgia, Kansas, Indiana and several other States.

The new Governor of the State, Judge A. H. Longino, was nominated to the office of Governor of Mississippi by the Democratic State convention in August, 1899, and elected on the 7th of November, receiving 81 per cent of the entire vote



Governor A. H. Longino of Mississippi.

for that office. He was born in Lawrence County, this State, May 16, 1855. His father died when he was five weeks old, and his mother when he was eight weeks old. He was prepared for college in the common schools of Lawrence County, entered Mississippi College in 1872 and graduated in 1875, and was immediately thereafter elected clerk of the county. After four years in that position he was elected to the State Senate and served two terms. During the senatorial term he took a special course at the University of Virginia. He commenced the practice of law in 1881. In 1887 was appointed by President Cleveland United States attorney for the Southern district. He moved to Greenwood in 1890, and has been a citizen of Greenwood for several years. In 1894 was appointed chancellor by Governor Stone, and re-appointed by Governor McLaurin in 1898. He resigned this office when he concluded to offer for Governor. His term as Governor commences January 16, when he will take the oath of office and deliver the customary inaugural address. The Mississippi National Guard and the military companies of the A. & M. College and Mississippi College will make an imposing display on the occasion.

In speaking of the educational advantages and the future of Jackson the Evening News says:

"If there is a city in the State that is entitled to the distinction of being called the 'Athens of Mississippi,' that city is Jackson. It has more and larger schools, colleges and churches than any other one community in the State, and perhaps in the South, for that matter. Unity of purpose and unity of action is what is wanted in Jackson and

we are getting it. The people are more than willing to pull together for the common good for they see that this is the way that the city is to be built up. Nature, that great mother of us all, has done a great deal for the fair capital city of the State, and if the people will but take hold where nature has left off and with a will to do there is no question about the future. Jackson is rich in young men who have the push and the hustle and they have the ability. They are ready to grapple the great industrial problems. They are in business and their quick brains and never-failing energy have done much to advance the city. They are in all lines of trade and in all the business enterprises. They are at the head of employment-giving industries, managing mercantile establishments and making Jackson one of the important jobbing centers of the South. The young men should have the sympathy of the older men, and the News believes that they have that sympathy to a large extent. Old men and young men have great opportunities before them in this city and they should be up and doing. They are wasting precious time, for with a redouble effort the city would in the next few years have a population of thirty thousand people. The News, always for anything that will help Jackson, proposes that during the year 1900, in addition to diligently attending to our own business, spare the time to work some in the interest of the city."

NEW ORLEANS—THE CONVENTION CITY.

This sermon, if heeded, would do a world of good in many cities of the South, including the old city of New Orleans, which was next visited, and that this year looms up in importance to the editors as being the place of the annual meeting—the convention city for 1900, as it was for 1885. A decade and a half have passed since the World's Cotton Exposition, and the organization of the National Editorial Association, and we sometimes feel as though both New Orleans and the association had been simply marking time, though the association has quadrupled in numbers and the city has greatly improved its streets and sewerage and added a few fine buildings. The progress of the human race is slow, up a winding, slowly rising track, like a railroad in the mountains, sometimes going down hill again in avoiding a threatening declivity. New Orleans does that same way. Yet it is an interesting old city, full of old memories, marked by old customs, the Mardi Gras, the masquerades and spectacular exhibitions, the French Market, the French Opera, the old tombs, and in some sections the old tiled roofs. The old, too, is preserved in the names of its streets. It has been having yellow fever scares for the three years past. Yet, with greater attention to general sanitation and more personal care, the death rate has been lower during the months when the plague was said to be prevalent, with all its terrors, than during some other months of the year. It is a healthy city, and now that Cuba is free and the lessons of cleanliness are being enforced to the rooting up of the hatching places of the disease in that island, it may be taken for granted that the days of yellow fever, as a dangerous scourge, are nearly numbered. Cities, like the human body, need absolutely perfect sewerage and to be kept flushed and clean. Half the ills that men are heirs to come from people being poisoned with their own filth, kept in the body to poison the system, or taken in through the stomach, the lungs or pores of the skin. New Orleans has been sewered and her streets paved so as to be successfully flushed.

The fact remains that the death rate in New Orleans is below the average of that in cities of like size in the United

States, and that the deaths have been less during the months of quarantine because of the supposed presence of yellow fever than during other months of the same year, and during the years since and including 1897 of the prevalence of the so-called plague than during the years previous. People take care of themselves when the danger signal is out, are more careful as to their habits and health, and more temperate every way as to the manner of living. Strict cleanliness and sanitation are enforced, besides the per cent of deaths from the purported yellow fever has been very low. Many people here say that they have much greater dread of typhoid fever than of the mild form manifested of late years of the yellow fever plague. The general sanitary condition of the city has been much improved by the complete sewerage, the filtering or distillation of the water and by the asphalt paving of the streets. Nearly a quarter of million dollars is now being expended in additional street paving.

The fact was made more and more apparent, too, as our stay in the city lengthened, that the city has caught the spirit of progress. This was made especially apparent at a meeting of the New Orleans Progressive Union, an organization of business men, only about two years old, with the commendable object of pushing along the city's fame and prosperity.

The annual report of President A. R. Blakely, "mine host" of the New St. Charles Hotel, was full of pith and point. Mr. Blakely is father of the organization, and got his idea and inspiration from the grand success of the business men's organization in Minneapolis, Minnesota. His report showed that the results, so far here, had not met his full expectations, but the true artist, enthusiast, or public-spirited promoter is never satisfied with present achievements, always seeing so much greater possibilities still ahead. One of the noted accomplishments of the organization was the inaugurating and carrying to a splendid success, last May, of a State Industrial and Agricultural Fair. Another branch of work successfully accomplished was that of securing the holding of a number of important conventions in the city, among the rest the National League of Commission Merchants, the Prison Reform Association, National and State Dental Association, Ancient Order of Essenic Knights, National Plumbers' Association, National Board of Steam Navigation, National Brotherhood of Railroad Trainmen, Southern Cotton Growers' Convention, Southern Cotton-seed Crushers' Association, State Pharmaceutical Association, National Editorial Association and the National Travelers' Protective Association.

The first seven held their meetings during the different periods of last spring, and the last five are to convene within the next several months.

This meeting of the New Orleans Progressive Union showed as bright, intelligent, enthusiastic, progressive business men as could be gathered anywhere in the United States, and if they hold together, keep free from personal jealousies, rivalries and politics, and follow the admonitions of President Blakely's address, the Nation will hear of wonders performed in New Orleans' progress in the next ten years. President Blakely said, and it is good enough to be adapted to and followed by every city of the Union:

"Our exposition and fair in May last, the brightest spot in the life of our union, was successfully carried out only through the personal efforts and continuous hard work of its capable and energetic executive committee, to whom the thanks of the association are justly due. This was accomplished not only by written and printed publicity, but by personal appeal and direct contact with those interested. The same labor of love, the same energetic perseverance

similarly applied to the several other objects of our association would net equally successful returns. We should stump the city from Carrollton to the Barracks; teach the people our aims and purposes and their apathetic danger and duty; unify them in the belief that our organization is neither political nor sectarian; not for personal gain; not for a single purpose only, but for the good of all, and that the benefits are mutual benefits, proportionately shared in by every citizen.

"Our people are intelligent, warm-hearted, liberal, readily convinced and with strong attachments. Convince them that it is their duty to stand shoulder to shoulder in united co-operation for our city's progress and prosperity, and I feel assured our association will multiply and strengthen in numbers and in means, to the prompt fulfillment of our aims and objects."

We have dwelt on this because our readers, wide-awake newspaper men, are of necessity, as well as by choice, ever the advance agents of progress, publicity and prosperity, and a new hint or idea from any part of the country always comes in play in every other community.

There is another question, next to progress in all its branches, that will interest editors in every section of the Union, and that is the negro question, or "race problem," as it is called. We had the opportunity of an interview with a colored professor in one of the city schools here. He was a graduate of the Straight College, a school for colored people, and well informed. He stated that the colored people who have a will to do are reasonably prosperous, that there are people who are always seeking that which they generally find—trouble, but the colored people who try to do right would generally find positions. He did not believe that there was a better city in the United States, at least for those who had been raised here, than is New Orleans, and this fact held with regard to all industrious, temperate, well behaved colored people, and would hold true to all unless the city should be overcrowded. Speaking of the new law as to the qualifications of intelligence and learning, he said that while it seemed, in some cases, hardly just and equitable, he believed that it would work good to his people and that in ten years every young colored man would be able to meet all the requirements of the law. It seems that the examination for a voter is the filling out, at the polls, of a blank containing a number of questions as to age, time and place of birth, etc.

His statement was that by the enforcement of the law the negro vote in New Orleans had been reduced from thirteen thousand to thirteen hundred in round numbers. He did not claim this statement as entirely accurate, as this was a comparison of the local election of two months ago with the vote at the previous presidential election. He strongly favored more general industrial education for his people, the training of the hands to do as well as the brain to think and plan.

New Orleans is rich in schools of all grades for both whites and blacks.

The editors will visit New Orleans during the season of the greatest gayeties of the whole year, the world-famed Mardi Gras. This year, by the use of electricity to a greater extent than ever before, the night parades are expected to outdazzle all predecessors. Yet all that pertains to the floats, except something like this, of a general nature, is kept a profound secret.

The carnival really commences several weeks before Mardi Gras, balls and social entertainments of various kinds affording amusement to the pleasure loving. The week immediately preceding Mardi Gras, however, is justly considered the high tide of the season, for, besides the

indoor entertainments, all the magnificent street parades of mystic societies are given. This year the street pageants will be presented in the following order:

Wednesday, Feb. 21, at night.....Nereus
Thursday, Feb. 22, at night.....Momus
Monday, Feb. 26, at noon.....Arrival of Rex
Monday, Feb. 26, at night.....Proteus
Mardi Gras, Feb. 27, at noon.....Rex
Mardi Gras, Feb. 27, at night.....Comus

The parades of Nereus, Momus, Proteus and Comus will be illustrated by The Picayune, one of the leading dailies of the city, that has performed this work for each year, in special editions, of beautifully executed lithograph pictures, in seven colors, giving a perfect conception of the splendor of each pageant. These papers are not issued in advance, but are mailed the day of each parade.

This paper, the New Orleans Picayune, issued on January 15, this year of 1900, a complete new guide of the city, from advance sheets of which, kindly furnished by Mr. Thos. G. Rapier, the manager of the paper, we have been greatly aided in what follows, as everything was brought down to the very day of our arrival in the city, January 1. The guide is more, it is a delightful illustrated description and history as well, and must prove a necessity, a vade mecum, to all future visitors to the city. First, then, a little of a refreshing draught from the

DELIGHTFUL DESCRIPTION.

The writer says in a poetical vein, yet truthfully:

"New Orleans is unlike any other American city. Her very name is a souvenir of gayeties; her breath is as sweet as a willow copse in June, and something about her always makes one think of the opera and the 'bal masque,' the carnival, the palm-leaf fan, the omelette soufflé and the rose. She is not to be known in a day, and she will unfold herself slowly, petal by petal, growing in charm each day, as Venice does—surely not to be comprehended in an eye-flash.

"When you started forth from that beautiful, frozen North, where there are icicles for daggers and snowbanks for roses, and often gray skies pent with rain, you tucked an organdy gown down into your trunk and you thought how, when you came South, you would, perhaps, wear a red rose at your belt and pin a velvety bunch of Parma violets at your throat. But I do not believe you realized the possibility of other charms than climate as belonging to the old Southern city, sprawling like a Victoria Regia, with its petals dipped in the opaline lakes and the great yellow river. In truth, she does float like a lily on her lakes, and she lifts to the skies a wondrous charm of old, red roofs and old churches, narrow streets and curious shops, and a strange and genial life.

* * * * *

"A fine and world-famous Opera House, a season of brilliant French opera; a carnival equaling the Roman in splendor and characteristic gayety; the solemn and picturesque ceremony of the Lenten season (a feature of every Catholic community)—these are such usual bids for favor, such as well-published invitation cards to the city, that it is hardly necessary to speak of them.

"There are famous old restaurants, with chefs who are shrined as saints in the memories of gourmets; there are bizarre attractions of the markets, the picturesque stalls piled up with pineapples and pompano, cauliflowers and calico, garlic and bandanas; there are luggers laden with golden oranges and bananas; there are ways electric-

lighted, and paths where only the fireflies wink in flame. In the public parks you may have a rose; at the market-stall you may have a cup of coffee brewed on a charcoal brazier; in the Opera House, the music of 'Rigoletto' and 'Les Huguenots;' in the church the chanted mass and the perfume of incense; in the ballroom, beautiful eyes in pink domino, and everywhere get a breath of the sweet olive, the soft breathings of the salt wind from the Mexican sea, and overhead the luminous, radiantly blue and tender sky. The picturesqueness of Southern scenery, and Southern architecture, and Southern character, are alike at their best in this city. Behind the pink and yellow stucco and the brick and mortar crust of tall houses in the French quarter are veritable bits of virgin forests, fragments left over from the 'bois dore' of olden times; in the second-hand shops are mahoganies that have sheltered the knees of princes of the blood royal; in the many courts and upon the trailing vines, and by amber and green water jars, fortune for the artist sits and awaits his coming; the courtly Creole, the dialect negro, all are here. The sleepy charm of the public parks invites one's soul to a loafing day in the sunshine."

A LITTLE HISTORY.

New Orleans has a history full of romance. It has undergone four tremendous revolutionary changes, each having left an indelible mark, a new and different coloring, as it were, on the character of the people and the city itself. Located in 1718 by Governor Bienville as the capital of the French Province of Louisiana, of which he was the second governor, was, as recorded by our interesting writer, "a totally different place from Spanish New Orleans, as molded by the iron hand of Don Alexander O'Reilly, and later by the courtly Galvez and the stately Carondelet. American New Orleans, developed after the cession of Louisiana to the United States, is altogether a different place from either; and again the war of 1861-65 threw the wealthy, gay, antebellum New Orleans—the 'Petit Paris,' as it was called by cultivated European travelers—New Orleans, with its gigantic commerce and aristocratic habits, into the past." Yet much remains of all that has been. It was called under the French rule "Petit Versailles." This cognomen was given to the city during the rule of Marquis de Vaudreuil, who established a miniature court, introduced state balls, and "costume de rigueur," and grand dinners and polite speeches. The old Creole songs that have come down to us tell of the increase of wealth and population and the revival of activities of all kinds. The old Creole "mammies," who knew so well how to gauge the standard of manners for the white ladies and gentlemen, even to this day regale the little Creole children with the stories handed down to them by their own mothers of the glory and the pleasures of the days of the "Grand Marquis," as he was called. This was the beginning of that aristocratic coterie which made New Orleans famous in the cities of the Union a century later.

The year 1768 was a memorable one in the history of the colony. In that year Louisiana was ceded by France to Spain, and Don Antonio Ulloa was sent over to take possession of the country in the name of the king of Spain. The French colonists resisted, but were subdued, the leaders of the "conspirators" sent to solitary confinement in Morro Castle, Havana, and Louisiana made a dependency of the island of Cuba.

Kind and beneficent rule followed much severity, prosperity returned, through various influences great splendor flourished, and Spanish rule continued until 1803. But here we can do no better service to our readers than

step aside and let the ready writer of Picayune's guide tell the story:

Napoleon Bonaparte was emperor of the French, and in 1803, as if knowing the temper of the province, the treaty of Ildefonso was signed, and Louisiana, retroceded by Spain to France, became again a French possession. The people were wild with joy. They were "Frenchmen" again. The flag of Spain was taken down from the flag staff in the old Place d'Armes and the tricolor of France again floated over New Orleans. A wild huzzah went up from the old French quarter. The ancient birthright of the city had been restored. But only for a few weeks did the tricolor wave in triumph; for, following quickly upon the news of its restoration came other of a startling nature. France had sold Louisiana to the United States, and it was to be thenceforth an American province.

The proud and haughty Louisianians, with the best blood of France and Spain in their veins, resented deeply this humiliation; they felt keenly the "insult of being sold like a lot of slaves and handed over like a drove of cattle." They appealed to France not to submit them to this galling insult. But Napoleon was too busy with European matters to heed his colony on the far-off Mississippi. On December 20, 1803, the people met again in the old Place d'Armes, or at least the Americans did, for the Creoles closed their doors and badges of mourning floated from the olden portals. De Laussat, the French commissioner, formally surrendered the colony to the commissioners appointed by the United States. The command was given and the French flag came down. Half way down the pole it was met by the American flag; for one instant they remained thus: then the American banner shot ahead, and the Stars and Stripes waved for the first time over New Orleans. Twelve old Creole gentlemen tenderly raised the tricolor, and with uncovered heads and bowed forms carried it out of the old Place d'Armes and delivered it into the hands of the French commissioner. Never again would it wave over the city to which it had given birth.

At this time, however, the spirit of liberty was taking its birth in the hearts of the people, and a few years later we find Americans and Creoles fighting side by side under the Stars and Stripes, uniting in the expulsion of the common foe.

April 8, 1812, the State was admitted into the Union, and Claiborne, who had been the first American Governor of the territory of Louisiana, became the first Governor of the State under the American Constitution.

On November 24, 1814, the British army, under General Pakenham, sailed from Jamaica to attack New Orleans. General Andrew Jackson met the invaders at Chalmette on January 8, 1815, and inflicted a severe defeat. That Eighth of January saw, indeed, a united city. The glorious day eclipsed everything New Orleans had ever seen. Every Creole child has learned the history of that glorious Eighth at its grandmother's knee, and year after year travelers from all parts of the world come to see the spot where Jackson and his band of Creoles and Americans conquered the conquerors of Napoleon.

So much has been given because deemed necessary to the understanding of the great city of the present day and to the explaining of very much that will be seen by the editors. There is a thought, too, that the great Louisiana Purchase met with opposition on the part of those who objected to being "sold like a lot of slaves" as well as in the halls of the Congress of the United States, neither side could foresee the benefits and grandeur of the future.

New Orleans has splendid newspapers. We regret that we cannot give a review of all of them, but our readers

will be especially interested in the morning dailies that are among the best in the United States.

THE DAILY PICAYUNE.

The oldest English newspaper in Louisiana is the New Orleans Picayune. With the exception of a French daily, it is the only one of the city's journals which survived the Civil War. The history of the Picayune is long, eventful and extremely interesting. It was established by two printers, Francis A. Lumsden and George Wilkins Kendall. They came to New Orleans together in 1835, and opened a printing office. In January, 1837, they issued the first num-



Office of the New Orleans Daily Picayune.

ber of the Picayune. The first numbers of the papers were modest four-page folios, with four columns to the page. Its curious name was taken from the designation of a Spanish coin, valued at 6¼ cents. This piece of money was called in the Spanish possessions in North America the "picayune," and after the United States supplanted the Spaniards in Louisiana, the word was applied to the American 5-cent piece. The proprietors of the Picayune probably did not anticipate the immediate success of their venture, but were quick to recognize and take advantage of its growing popularity. The paper was from the first remarkable for its witty and amusing way of treating current events, and this feature, as much as the fact that it was the first cheap daily to be published in New Orleans, soon guaranteed its success. In a few months the size of the paper was enlarged, and the publication offices were transferred to a building on Camp Street. The Picayune's prosperity was greatly enhanced by its enterprise during the Mexican War. Mr. Kendall accompanied the armies under Gens. Taylor and Scott throughout the campaign in Mexico, furnishing the paper with graphic and reliable accounts of the operations. By a system of pony expresses, connecting with steamers specially chartered for the purpose, he was often able to get his dispatches to New Orleans in advance of the governmental news; and as interest in the war was

at fever heat throughout the country in 1846-7, the circulation of the Picayune increased by leaps and bounds. Mr. Kendall was the first of the war correspondents, his service in Mexico antedating the appearance of Sir William Russell in the Crimea, where the art of war-reporting is erroneously supposed to have been first practiced. In November, 1847, the Picayune occupied a handsome granite building, specially erected for its accommodation on Camp Street, overlooking Commercial Alley. For more than half a century the paper has remained in this location, although the original building was burned in 1850, and immediately replaced by the structure which is the home of the Picayune to-day. In October, 1860, the accidental drowning of Mrs. Lumsden in Lake Erie, led to the reorganization of the company. Mr. Kendall, A. M. Holbrook, A. C. Bullitt and S. W. Wilson acquired the paper, under the firm name of Kendall, Holbrook & Co. During the Civil War the Picayune was represented on the field by a large and able corps of correspondents. In 1864 the Federal military authorities then in possession of the city suspended the paper for fourteen days,—the only instance when publication has been missed in nearly 64 years. In 1867 the death of Mr. Kendall in Texas resulted in Mr. Holbrook acquiring control of the paper, and he retained possession of it till his death in 1876. He left it to his widow, a lady who, under her maiden name of Eliza J. Peitevent, had already acquired a wide reputation as a poet and prose writer. A few years later Mrs. Holbrook married Mr. George Nicholson, a journalist of large experience, who had been business manager for years and who was from that time onward associated in the general management of the paper. Mrs. Nicholson was the first woman who ever successfully undertook the management of a great daily newspaper, and her success made her name famous throughout the world. Up to the time of her death she took an active part in the administration of its affairs. In February, 1896, the sudden deaths of the proprietors, within a few days of each other, caused another change of ownership, the paper now being published for the Estate of Mrs. E. J. Nicholson. It is impossible to sketch even briefly the many enterprises in which the Picayune has engaged. In the autumn of 1893, for instance, the paper expended thousands of dollars in relieving the starving people of the lower coast of Louisiana, rendered desolate by the great storm which destroyed Cheniere Caminada and Grand Island, and over 2,000 lives. The Picayune was the first paper to publish the complete story of this terrible disaster. During the recent war with Spain the Picayune had three correspondents in the field, one of whom was with the troops for twelve months, sharing all their adventures, and participating in the occupation of Havana. In order that its readers might have the best obtainable news of the war, the Picayune supplemented its Associated Press service by entering into a compact with the New York Herald, thus obtaining the use of its unequalled cable service. It was thus enabled to publish the earliest complete accounts of many of the most important events of the war. More recently, the Picayune has devoted much attention to the revival of cotton manufacturing in the South, sending representatives to investigate the cotton mills in the Southern Atlantic States, and in New England. The results of these investigations were embodied in two valuable pamphlets, of which over 20,000 copies have been gratuitously circulated. The result of this propaganda is seen in the widespread interest in cotton milling, and the formation of many companies for the construction of cotton mills. In recent political campaigns the Picayune has taken a firm stand in favor of municipal ownership of the water-works, sewer system, and other

public enterprises in New Orleans. It sent a representative to the Northern and Eastern cities where the experiment of municipal ownership has been tried, and published the results of his studies in pamphlet form. This enterprise had an important bearing upon the issue of the election. In addition to these publications, the Picayune has published a valuable guide-book to New Orleans, the work of a thoroughly equipped writer. The fourth edition of this work has just been issued, and is a volume of about 200 pages, illustrated with 100 photo-engravings. The daily edition of the Picayune employs the services of upwards of a hundred men, not including the immense corps of special correspondents, who cover the entire Southern States. Special bureaus are maintained in Shreveport, La., and Jackson, Miss. The Picayune also publishes a Twice-a-Week edition, which has a large circulation. The special carnival editions of the Picayune are widely known. They contain pictures of the carnival pageants, and are works of real artistic merit, printed in the best style of lithography, upon heavy plate paper. The Picayune publishes four of these editions—those for the Nereus, Momus, Proteus and Comus societies—and the circulation that they attain is very large. Annually, on September 1, the Picayune publishes a trade edition filled with statistics of the year's business, compiled by expert writers. This edition is a veritable treasure house of commercial information, and is greatly esteemed by business men. On the 1st of January each year the Picayune publishes a chronology for the preceding twelve months, the work of one of the most experienced chronologers in the country. This feature has been issued annually for fifteen or sixteen years past. A few years ago the paper issued a book containing these chronologies of ten years, under the title, "Ten Years' History of the World."

THE TIMES-DEMOCRAT.

The Times-Democrat dates its origin from December 4, 1881, when the New Orleans Democrat and the New Orleans Times, previously separate, were consolidated into one newspaper. Of the two, the Times was the older, dating from 1863, while the Democrat was born in 1875, during the equally stormy period of reconstruction, and when the people needed a newspaper to defend their rights.

The first number of the Times was issued Sunday, September 20, 1863, and was published by Thomas P. May & Co. It was a small four-page paper at the time, and in the introductory announced its purpose to be to furnish the news. It was authorized to print all official matter, and was thus able to give a great deal of news that the other papers could not get. In 1865 it passed into the hands of W. H. C. King, under whose management it rapidly improved and became the leading and most influential paper in New Orleans. Up to that time the New Orleans papers had depended principally upon the mails for their news, but the telegraph came into far greater use under Mr. King, and there was great improvement in the local information furnished, which had previously been very scanty. The older newspapers had been more or less literary and editorial, with strong editorial articles, literary matter more or less weak, but very little news of any kind. Mr. King recognized the value of news in a journal, and greatly improved the Times in that respect. It was very much enlarged at the same time, the paper ranging from eight to sixteen, and even twenty-four pages on Sunday. It could well afford to do so in view of the fact that it sold at that time for 10 cents, and the advertising patronage was very large, New Orleans then enjoying a career of great prosperity as a reaction from the stagnation of the war; and the

Times, as the leading paper in the city, getting a large share of the prosperity which prevailed. During that period the Times took a prominent part in the industrial development of New Orleans and the South, and in the settlement of its political differences, which were so serious and which acted as such a hindrance to the progress of the community.

The Sunday Times devoted a large space to literary matter, recognizing at that early day the fact that the newspaper, especially the Sunday newspaper, was bound to become, in a country like the United States, the chief literary magazine of the people—a discovery which has since been made by the Northern papers, and is now universally recognized by them, the literary supplements having become in the last half dozen years a distinctive feature of all the leading dailies. From 1865-72, the Sunday Times was practically a literary magazine in addition to a newspaper, and became the chief literary publication in the South, many persons who have since made a success in literature first approaching the public through its columns.

In the election of 1872 the Times strongly advocated the cause of John McEnery for Governor, and opposed William P. Kellogg. Its denunciations of the Returning Board, and particularly of Judge Durell's famous midnight order, whereby he seized the state house and state government, drew on the paper the enmity of Durell, and soon afterward, in a civil suit against Mr. W. H. C. King, the owner of the Times, that paper was seized by the United States marshal. Considerable confusion ensued, and the paper passed into other hands. A number of changes in the management occurred at different times afterward. In 1881 the Times was purchased by the owners of the Democrat and consolidated with that paper as the Times-Democrat.

The New Orleans Democrat, which thus assumed control and management of the older paper, was established December 18, 1875. At that time the people of Louisiana were struggling to free themselves from the carpet-bag rule which had been forced on them at the point of the bayonet; and there was a feeling that a paper was needed which would support the Democratic cause under all circumstances and uphold the principles of the Democracy, whatever the cost. A number of leaders in the councils of the party accordingly decided to establish a paper of whose Democracy there could be no question. The result was the New Orleans Democrat, which became the official organ of the party, with Robert Tyler, son of ex-President John Tyler, as first editor. Several changes were made from time to time in the ownership and management of the paper, which finally passed into the hands of H. J. Hearsey & Co., with Major H. J. Hearsey as editor. Originally established as a morning paper, the Democrat became an evening paper in May, 1876. It had many difficulties to surmount, but it surmounted them successfully, and in 1877, when the Democratic party came into control of the State, it was recognized as having contributed materially to the rescue of Louisiana from Republican rule, and was rewarded by being appointed the official journal of the new State government. With this change it returned to a morning edition.

Injured, as every other property in New Orleans was, by the yellow fever epidemic of 1878, the Democrat, which was then a joint stock company, controlled by its employees, passed, on April 27, 1879, into new hands. On Dec. 4, 1881, the Times was purchased and consolidated with the Democrat, the result being The New Orleans Times-Democrat. The purchase of the Times gave the paper a partnership in the Associated Press and enabled it to secure that efficient telegraphic service which it had previously lacked, and which is so necessary to a newspaper. The new journal,

The Times-Democrat, was a true consolidation of the two older ones, including the good features of both, as well as employing the best men on both staffs.

It met with marked success from the beginning of its new career, soon occupied the position of the leading newspaper in New Orleans, with the largest circulation south of the Ohio and Potomac rivers, and was recognized as one of the great journals of the country. During the period 1881 to 1900 The Times-Democrat has done more than any paper in the South, and probably as much as any in the country, toward improving and advancing journalism, introducing new features and placing it on its present high plane of success.

The Times-Democrat became, from the beginning, a metropolitan paper in the highest sense of the word. Not content with the telegraphed news furnished by the Associated Press, it secured from the latter a far better service and increased the amount of telegraphic news it gave its readers from three to four fold. Recognizing the fact that the Associated Press, while furnishing complete foreign and European news, was weak in the South, The Times-Democrat established a special telegraphic service in the several Southern States, appointing correspondents in all the more important towns, with instructions to them to send all the news. It was the first paper to establish this system, and, therefore, the first to give this news, doing away with the old, slow, uncertain and unsatisfactory mode, previously prevailing, of clipping stale items from country newspapers a week or more old.

The Times-Democrat devoted itself, in addition to this improvement of the general telegraphic and the Southern news service, to encouraging the development of New Orleans and the South, to advancing literary ambitions, to extending trade with Latin America, and to many other projects and enterprises that would inure to the benefit of the city of New Orleans and of the South generally, recognizing that in the prosperity of the surrounding country lay the prosperity of the paper.

Its efforts in making known the soil, climate, timber and other resources of Louisiana, and subsequently of Mississippi, Arkansas, Georgia and Florida, were crowned with success. It was the first paper to publish special editions devoted to showing the resources of these States and giving all the necessary information about them. Its interviews with the Governors of the several Southern States, and the mayors of the leading Southern cities, attracted attention throughout the country; while its trade editions, published at various times, but mainly on September 1 of each year, achieved the purpose of attracting the attention of the Northern and European capitalists to the South, and largely secured the investment of millions here. These various publications contributed very materially to what is known as the Southern "boom," which began in 1882 or 1883.

It began similar work in 1882 toward establishing closer commercial relations between this country and Latin America, realizing how much it meant for the United States, and particularly for New Orleans, which must of necessity become the port for most of the trade between the two continents. The Times-Democrat issued weekly Latin American supplements, giving special attention to all matters that would interest its readers as well as those of the countries to the south of us, publishing a large portion of the matter in Spanish and distributing many thousand copies in Mexico and Central and South America.

In the disastrous overflow of 1882 The Times-Democrat dispatched relief to the sufferers, and physicians, medicine and food. No funds being at the disposal of the State government from which to pay the freight on rations furnished



Miss Annie Mims.



Miss Annie Odeneal.



Miss Annie Nugent.



Miss Josie Millsaps.



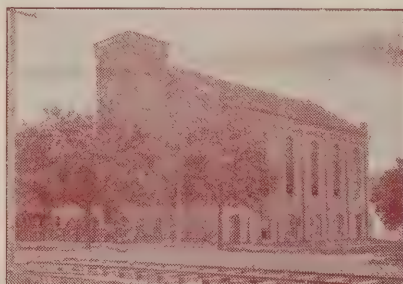
Marie W. Henry,
Daughter of President R. H. Henry.



Miss Ethel Smith.



Miss Etta Mitchell.



Episcopal Church.



Miss Katie McWillie.

BOUQUET OF JACKSON (MISS.) BEAUTIES.



Government Building.



Governor's Mansion.



Old Capitol.



Confederate Monument.

by the Federal government or to charter vessels or purchase forage to save the starving cattle, The Times-Democrat came forward with an advance of \$15,000, which enabled the State to send forward the rations. This was in addition to what it did on its own account in the way of relieving the overflow sufferers.

The Times-Democrat similarly contributed relief in all cases where it was needed. It sent a special train with physicians, provisions and drugs to the sufferers from the Wesson-Beauregard (Miss.) cyclone, the first train of the kind ever sent out by a Southern newspaper, and perhaps by any newspaper in the world. It promptly sent physicians to Pensacola, Fla., and Brownsville, Tex., on the outbreak of fever at those places, and raised funds wherever there was loss or suffering.

It similarly interested itself in all movements looking to the advance of the South; was the first contributor to the New Orleans Cotton Centennial Exposition of 1884, subscribing \$5,000 to it; sent an expedition to Florida, which was the first to explore and write up the everglades of that State; wrote up at length the mineral and lumber resources of the Southern States, and carried out many similar enterprises of benefit to this section.

There was a similar improvement in the literary character of the paper, which has been continued to the present time, the idea being to encourage home literature, and, at the same time, to give the readers of the paper the best literary matter. With this object in view, the services of nearly all the best known and most promising writers in Louisiana and the South were secured at different times, beginning with 1881, and The Times-Democrat published, particularly in its Sunday paper, an immense amount of matter bearing on the life, literature, history, etc., of the South, and including many poems, stories and sketches. In this respect it has avoided the policy pursued by so many of the Western papers, of depending exclusively on New York syndicates, and thus publishing literary matter which is altogether lacking in local color and interest. The Times-Democrat is perhaps without an equal outside of New York in this particular, publishing more original literary matter than any other paper south or west of New York, and more matter of direct, immediate and local interest to its readers.

In 1888, Mr. Page M. Baker succeeded Major Burke as manager of the paper, which position he has held ever since. Mr. Ashton Phelps was elected president of the company shortly afterwards. Under them The Times-Democrat has continued to steadily improve on the lines it had started out on, but the improvements have been even more rapid than in its earlier years. This is especially noticeable in the telegraphic and foreign news, in the news from the Southern States, in local information, and in the amount of literary matter furnished.

From a paper of eight, or at most, twelve pages on week days, and never over sixteen on Sundays, the Times-Democrat has grown in the last few years to a daily of from ten to sixteen pages, and a Sunday paper of from twenty-four to thirty-two pages, giving almost double the amount of reading matter it formerly furnished. This increase in its size has been rendered necessary by the increased amount of news it is compelled to publish. The telegraphic news, obtained through the Associated Press, has been doubled or trebled. Its foreign service especially has been improved, and it now gives cable letters from the principal European capitals. Nearly all the news of the South is published by telegraph, the mails being no longer depended on, as they are too slow. There has been a similar improvement in the commercial and financial information, particularly the telegraphic markets. The local de-

partment of the paper has been greatly improved, and now every item of importance occurring in or around New Orleans is given in full. In addition, many new and distinctive features have been added—a woman's page, published daily, but of greater length on Sunday; a children's page on Sunday, with stories, puzzles, etc., for the young people; literary pages, devoted entirely to original literary matter; stories, poems, a society page, giving the latest movements of people of social prominence in New Orleans, with similar society letters from all the leading cities and towns in the Southwest. All articles, sketches, etc., needing pictures to explain them, such as sketches of new buildings, scenes, persons, etc., are illustrated in the highest style of newspaper art.

These are among the distinctive features of The Times-Democrat to-day. It has been able to give them only by the increase in its circulation and its business and by the employment of improved mechanical effects.

Leading, as it does, in all such matters, The Times-Democrat was the first paper in the Southwest to utilize the Mergenthaler typesetting machine, by which the type is set up automatically by the operator or printer playing upon a keyboard like that of the typewriter. At the time of its adoption of the Mergenthaler machine the latter was regarded as more or less an experiment, and was in use in only a few offices in the country. Seeing in the Mergenthaler a chance to greatly reduce the cost of composition and thus to furnish its patrons with more reading matter without increasing the cost of the paper, The Times-Democrat put these machines into use in its office in 1891, and thus became the pioneer in what has been one of the greatest improvements in journalism of the last half century, enabling the papers to publish so much more news.

The Times-Democrat to-day speaks for itself. It has the largest circulation of any paper south of the Potomac and Ohio, circulates in all the neighboring States, but particularly Louisiana, Mississippi, Alabama and Florida. It publishes more news and more original matter than any paper in the South; gives more attention to Southern news and information of all kinds, and in all respects ranks with the first newspapers in the world.

It publishes every day in the year; and in addition to its daily, issues a semi-weekly edition.

In addition to the many "features" of The Times-Democrat given above, may be mentioned its work in the line of charity. It raised in the spring of 1897 a very large sum whereby it provided for the support of nearly 30,000 persons in North Louisiana reduced to the verge of starvation by a prolonged drouth and failure of the crops in that section. At all times it investigates any case of suffering reported to it, and it has in this way provided for hundreds of destitute families. Its annual Christmas toy distribution is one of the great events of New Orleans, some 15,000 to 20,000 toys being distributed among the 10,000 poorer children of the city who would otherwise have nothing to recall the Christmas holidays.

These are the features that have helped to make The Times-Democrat "the greatest paper south of the Potomac and the Ohio rivers."

HEADQUARTERS.

The commerce, manufactures and buildings of the city must be left to a later article. However, it is proper to make mention of the new St. Charles Hotel, which is to serve as headquarters for the Association. It is palatial in proportions and appointment, and the equal in elegance of finishing, furnishing and equipment of any in this country. It is under splendid management. Mr. A. R. Blakely, who has personal charge of the house, and who has already been

mentioned in this article, is one of the most enterprising, pushing men of the city. The hotel is absolutely fire-proof and strictly modern, with every essential to satisfy the most refined ideas of comfort and luxury. It contains nearly five hundred parlors and bedrooms, alcoved, single or en suite, affording accommodations for seven hundred



ST. CHARLES HOTEL, NEW ORLEANS.

guests. There are one hundred and fifty private bath rooms with porcelain tubs, marble floors, tiled walls and latest hygienic structural appliances. The Turkish and Russian baths are of white marble with nickel-plated fittings, and the dressing rooms and public and private reclining rooms are handsomely and suitably furnished with every convenience for ease, comfort and repose.

Clear filtered water only is used throughout the house. The drinking water is filtered, distilled and aerated, and the ice made from it on the premises. Both are perfectly pure, and while the water has no specific medicinal quality, it is as healthful as any imported or native mineral water in the country.

The hotel is steam heated and lighted throughout by electricity.

An open air promenade filled with tropical plants and shrubbery, occupying the space between the wings of the building on the second floor, with entrances from the parlors, halls and dining rooms, affords a delightful lounging place in sunshine and shade. The rotunda and dining rooms are considered among the finest in the country.

The hotel is centrally located, with entrances on St. Charles, Common and Gravier streets, within easy access of places of amusement, depots and the shopping quarter.

The officers of the Association wisely concluded that the editors would not want to visit New Orleans at the time of the year set for the Convention and miss the Mardi Gras, so arrangements were made for occupying the sleepers, as the hotels will be overcrowded. Manager Blakely desired the meeting half a month later that he might show deserved attentions, but yielded to the natural desire of the delegates to witness the famed spectacular parades and festivities of the greatest carnival of the world.

From New Orleans we returned to Jackson, Miss., and with President R. H. Henry visited historic Vicksburg, where we were cordially received by the Mayor, the local editors and other leading citizens, and presidents of banks and commercial bodies, with assurances of a cordial reception to the editors. The newspapers gave pleasant and enthusiastic notices of the visit and of the proposed stop of the editors in that city for a day.

The next day was passed in Memphis, where a like interest was manifested. The Mayor of the city, leading citizens and the managers and editors of the papers assured us that Memphis would make the editors welcome in a manner to maintain the city's reputation for hospitality, and

give the editors the information as to its condition and resources, carrying out all and more than is indicated in the programme printed herewith. We gathered many interesting facts and were especially pleased with a showing made by one of the dailies, in some of the advance pages kindly furnished us of a special issue to appear the Monday following our visit. A great many interesting facts, instructive as well, with regard to the newspapers, the histories, industries and railroads, etc., of both Vicksburg and Memphis were gathered that will appear in the February issue of this paper.

Through the aid of President R. H. Henry and the citizens of the places visited, we are able to present the following programme:

PROGRAMME FIFTEENTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION OF THE UNITED STATES, 1900.

February 22. Thursday.—Rendezvous in St. Louis—Informal exercises in honor of Washington's Birthday.

February 23. Friday.—Arrival in Memphis for breakfast—Reception by the citizens under the direction of the representatives of the Local Press and Committees of the commercial bodies of the city and the Common Council, headed by Mayor J. J. Williams. The reception and entertainment will be fully up to the standard of Memphis' hospitality. There will be welcoming addresses, a dinner, and a trolley ride around the city. The editors will have an opportunity to become acquainted with this historic and great commercial city of the South, the largest lumber and inland cotton market of the world.

February 24. Breakfast and reception by the citizens at Grenada, Miss.

February 24. Saturday.—Association will arrive in Jackson Saturday noon and will be given dinner at the Edwards and Lawrence Hotels at the depot; after which they will be given a trolley ride over the city, visiting all the State institutions, the Mississippi Legislature, and an informal reception at the residence of President Henry, at his home on State street. At 7:30 the citizens of Jackson will give the editors a public reception at the Opera House, when addresses of welcome to the National Editorial Association will be delivered by leading citizens: Gov. Lingino, on behalf of the State; Mayor Todd, on behalf of the city; Mr. P. E. Williams, President of the Mississippi Press Association, on behalf of the Press; and by those peerless Southern orators, Col. Charles E. Hooker, Bishop Chas. B. Galloway, Judge A. H. Whitfield, which will be responded to by members of the Association. After the reception a banquet will be tendered the visiting editors at the Masonic Hall, where toasts will be proposed and responded to by President Henry, Bishop Thompson, Hon. Thos. A. McWillie, Col. J. L. Power, Hon. Luther Manship, Mr. W. E. Hayne, Hon. Edgar S. Wilson, and members of the Association. This banquet will be prepared by the ladies of Jackson, and will doubtless be one of the most elegant ever spread in the Capital City. The banquet over, the editors will repair to their sleepers, and will awake next morning in the historic Hill City of Vicksburg.

February 25. Sunday.—Arrive in Vicksburg for breakfast—Trolley ride to view city—Visit the Government Cemetery on the old battle-ground where 16,000 Union soldiers are buried—Dinner and reception—Vicksburg will give the editors worthy greeting and entertainment.

February 26. Monday.—Reception Committee of New Orleans will meet editors at train—Day devoted to witness-

ing "Arrival of Rex" and other exercises, and spectacular parades connected with Mardi Gras, and "Proteus" at night.

February 27. Tuesday.—Mardi Gras "Rex" at noon—Comus at night.

February 28. Wednesday.—View of the city, and rest during the day—At night, welcoming exercises.

1. Music by orchestra and invocation.
2. Welcome and Address by Governor Murphy J. Foster.
3. Music. Quartette and chorus.
4. Welcome by Mayor Walter C. Fleruer, on behalf of the city.
5. Welcome on behalf of the New Orleans Press Club and address by President Norman Walker.
6. Song and chorus.
7. Welcome on behalf of the Louisiana Press Association and address by J. Y. Gilmore, President.
8. Music.
9. Response on behalf of the National Editorial Association of the United States, and address by Hon. R. H. Henry, President.
10. Informal reception.

MARCH 1.—FIRST SESSION OF THE CONVENTION.

1. Call to Order and Invocation.
2. Report of Committee on Credentials.
3. Annual Address by President R. H. Henry.
4. Appointment of Committees.
5. Paper: Advertising. F. H. Greer, Guthrie, Okla.
6. Discussion.
7. Recess.

AFTERNOON.

1. Paper: Personal Experience in Soliciting Advertising. Lynch Perry, Columbia, Tenn.
2. Discussion.
3. Paper: The Editorial Department. H. A. Wheeler, Quincy, Ill.
4. Discussion.
5. Business Management of Daily. Gerritt S. Griswold, Batavia, N. Y., President New York Press Association.
6. Discussion.
7. Recess.

NIGHT.

Celebration of the Fifteenth Anniversary of the National Editorial Association of the United States.

1. Music by orchestra.
2. Opening Address: The Conception and Organizing the National Editorial Association, New Orleans and Cincinnati, by B. B. Herbert, of Chicago, Organizer and first President.
3. Song—America.
4. Anniversary Poem. By a Lady.
5. Song and Chorus—"Newspaper Women," by Janie Garland Stewart Boyeson, assisted by the delegates of the Illinois Woman's Press Association and ladies of the Convention.
6. Short Addresses—The Interstate Commerce Law and The Denver Convention, 1887, Past President C. H. Jones, New York city; San Antonio Texas, and the Convention of 1888, by Past President A. B. White, Parkersburg, W. Va.; Detroit and the Convention of 1889, by Past President James R. Bettis, St. Louis, Mo.
7. Song—The Star-Spangled Banner.
8. Boston and the Convention of 1890, Past President Charles A. Lee, Pawtucket, R. I. St. Paul, the Great Northwest and the Convention of 1891, Past President E. W. Stephens, Columbia, Mo. San Francisco, California, and

the Convention of 1892, Past President W. S. Cappeller, Mansfield, Ohio.

9. Song—Columbia, the Gem of the Ocean.
10. Chicago, the White City, the World's Congress, Convention of 1893, Past President B. J. Price, Hudson, Wis. The City by the Sea, Monmouth Battlefield, and the Convention of 1894, Past President Walter Williams, Columbia, Mo. St. Augustine and the Southeast Coast, the Convention of 1896, Past President A. O. Bunnell, Dansville, N. Y. Galveston; The Empire State of the Southwest; Our Sister Republic and the Convention of 1897, Past President R. H. Thomas, Mechanicsburg, Pa.
11. Colorado and the Convention of 1898, Past President Louis Holtman, Brazil, Ind. "Where Rolls the Oregon," the Great Northwest Coast and the Convention of 1899, Hon. Joseph B. Maccabe, Boston Mass.
12. The Centennial State and the National Editorial Association, Hon. Wolfe Londoner, Denver, Colo.
13. Song—The Battle Hymn of the Republic.
14. Oration.
15. Auld Lang Syne.

MARCH 2.—FRIDAY FORENOON.

1. The News Features. A. J. Kendrick, Fort Smith, Ark.
2. Discussion.
3. Business in Our Business. Past President W. S. Cappeller, Mansfield, Ohio.
4. Discussion.
5. Best Method to Secure Circulation for a Daily. A. W. Lee, Ottumwa, Iowa.
6. Discussion.
7. Influence of the Press Upon Society and Government. E. W. Harris, Greenville, Texas.
8. Discussion.

AFTERNOON.

1. Amity and Reciprocity Among Publishers. T. G. Daniel, Alameda, Cal.
2. Discussion.
3. Do Ready Prints Prove Beneficial or Injurious? Ewing Herbert, Hiawatha, Kansas.
4. Discussion.
5. The Model Weekly, Circulation, Makeup, etc. Hon. R. S. Barrows, Jamaica Plain, Mass.
6. Discussion.
7. Advertising Agents and Foreign Advertisers. M. V. Brewington, Salisbury, Md.
8. Discussion.

NIGHT.

Reception and Theater Parties.

MARCH 3. SATURDAY—FORENOON.

1. How Best to Make Our Papers Popular, Useful and Influential. Past President Louis Holtman, Brazil, Ind.
2. Discussion.
3. Cultivating the Local Advertising Field. Fred Slo-cum, Caro, Mich.
4. Discussion.
5. Rational Business Methods in Journalism. F. L. Ballenger, Jackson, Miss.
6. Discussion.
7. Report of Legislative Committee. W. L. Eaton, Rockford, Ill.
8. Discussion.

AFTERNOON.

1. Report of Committee on Constitution and By-Laws.
2. Report of Committee on Memorials to the Dead.

3. Report of Committee on Officers' Reports.
4. Report of Committee on Treasurer's Books.
5. Report of Committee on Resolutions.
6. Choosing Next Place of Meeting.
7. Election of Officers.
8. Introduction of New Officers and Adjournment.

NIGHT.

Address by a Leading Journalist of the United States.

MARCH 4.—SUNDAY.

Attend Church in Forenoon.

Afternoon—Excursion to Chalmette to visit the National Cemetery and view the Old New Orleans Battlefield, made famous by the victory of Gen. Jackson.

MARCH 5.—MONDAY.

Visit Biloxi, Miss., and enjoy on the coast an oyster roast.

MARCH 6.—TUESDAY.

Visit Hattiesburg, Miss., in center of pine region, and accept hospitality tendered by its citizens.

Beyond this the programme has not been arranged up to the time of going to press, but will be given in full in the February issue of this paper.

OFFICERS AND EXECUTIVE COMMITTEEMEN OF THE NATIONAL EDITORIAL ASSOCIATION.

OFFICERS.

- *PRESIDENT—R. H. Henry, Clarion-Ledger, Jackson, Miss.
 *FIRST VICE-PRESIDENT—Hon. Matt Parrott, Waterloo, Iowa.
 *SECOND VICE-PRESIDENT—F. B. Baillio, Review, Cleburne, Texas.
 THIRD VICE-PRESIDENT—Albert Tozier, Pythias, Portland, Ore.
 *CORRESPONDING SECRETARY—J. M. Page, Democrat, Jerseyville, Ill.
 *RECORDING SECRETARY—R. M. White, Mexico, Mo.
 *TREASURER—James G. Gibbs, Reflector, Norwalk, Ohio.

PAST-PRESIDENTS AND LIFE MEMBERS.

- *B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago.
 C. H. Jones, Paper World, New York.
 A. B. White, State Journal, Parkersburg, W. Va.
 *James R. Bettis, 212 South Third St. Louis, Mo.
 Charles A. Lee, Gazette and Chronicle, Pawtucket, R. I.
 E. W. Stephens, Herald, Columbia, Mo.
 W. S. Cappeller, News, Mansfield, Ohio.
 B. J. Price, Star and Times, Hudson, Wis.
 Walter Williams, Herald, Columbia, Mo.
 A. O. Bunnell, Advertiser, Dansville, N. Y.
 R. H. Thomas, Farmer's Friend, Mechanicsburg, Pa.
 Louis Holtman, Democrat, Brazil, Ind.
 Joseph B. Maccabe, Argus, East Boston, Mass.

EXECUTIVE COMMITTEEMEN.

- Alabama—William H. H. Judson, Bessemer.
 *Arkansas—E. L. Vadakin, Forrest City.
 California—Raleigh Barcar, Vacaville.
 Colorado—J. W. Work, Florence.
 Connecticut—George C. Woodruff, Litchfield.
 Delaware—Robert G. Houston, Georgetown.
 Idaho—S. C. Herren, Moscow.
 Illinois—E. A. Snively, Canton.
 *Illinois Democratic—O. J. Lumpkin, Carlinville.
 Illinois Woman's—Mrs. Sallie M. Moses, Chicago.

- *Illinois Military Tract—J. C. Coulson, La Harpe.
 *Illinois Republican—W. L. Jones, Lebanon.
 *Illinois Southern—H. D. O'Brien, East St. Louis.
 Indian Territory—M. E. Milford, Vinita.
 *Indiana Democratic—B. F. Louthian, Logansport.
 *Indiana Northern—F. W. Willis, Waterloo.
 *Indiana Republican—S. N. Cragun, Lebanon.
 *Indiana Southern—J. W. Cockrum, Oakland City.
 *Inland Dailies—A. W. Glessner, Galena, Ill.
 *Iowa—C. W. Junkin, Fairfield.
 Iowa Fifth District—E. E. Taylor, Traer.
 Iowa Northeast—Sam G. Sloan, Charles City.
 *Iowa Upper Des Moines—A. M. Adams, Humboldt.
 *Kansas—W. H. Nelson, Smith Center.
 *Kansas Seventh District—J. E. Junkin, Sterling.
 Kansas North Central—S. H. Dodge, Beloit.
 Kentucky—J. G. Craddock, Paris.
 Louisiana—J. G. Trimble, Farmersville.
 Maine—J. M. S. Hunter, Farmington.
 Massachusetts—R. S. Barrows, Jamaica Plain.
 *Michigan—Fred Slocum, Caro.
 Minnesota—F. C. Listoe, St. Paul.
 *Minnesota Northwestern Publishers'—Joseph Leicht, Winona.
 *Mississippi—J. H. Duke, Scooba.
 *Missouri—W. T. Jenkins, Platte City.
 Missouri Northeast—John W. Jacks, Montgomery City.
 *Missouri Northwest—H. E. Robinson, Maryville.
 Missouri Southwest—J. G. Newbill, Springfield.
 Nebraska—A. J. Langer, West Point.
 New Jersey—H. C. Page, Bayonne.
 *New England Suburban—Dr. William F. Jarvis, Boston.
 *New York—F. B. Garrett, Syracuse.
 *North Carolina—Henry B. Varner, Lexington.
 Ohio Associated Dailies—H. R. Snyder, Urbana.
 Ohio Buckeye—W. A. Ashbrook, Johnstown.
 *Ohio Editorial Association—C. B. McCoy, Coshocton.
 (Represented by J. F. Lanning.)
 *Oklahoma—W. E. Bolton, Woodward.
 Oregon—B. F. Alley, Baker City.
 *Oregon, Portland Press Club—Frank Lee, Portland.
 Peninsula—F. G. Usilton, Chestertown, Md.
 Pennsylvania—J. Irving Steel, Ashland.
 Rhode Island Press Club—Frank H. Campbell, Arctic.
 Southern California—Charles A. Gardner, Pasadena.
 South Dakota—C. R. Tinan, Kimball.
 *Tennessee—Lynch Perry, Columbia.
 *Texas—Will H. Neel, Dublin.
 *Texas Northwest—W. A. Johnson, Memphis.
 *Utah—J. E. Diehl, Mamoth.
 Virginia—R. E. Freeman, Danville.
 Washington—Will A. Steel, Seattle.
 West Virginia—M. G. Sperry, Clarksburg.
 *Wisconsin—T. J. Cunningham, Chippewa Falls.
 Wyoming—G. W. Perry, Rawlins.

LIBEL COMMITTEE.

- *W. L. Eaton, Rockford, Ill.

DELEGATES TO NEW ORLEANS CONVENTION.

The following is a partial list of officers of different State associations, with the names of delegates already chosen to attend the convention of the National Editorial Association at New Orleans, to be held in March :

Boston, December 29, 1899.

B. B. Herbert, Esq., Chicago:

Dear Mr. Herbert:—Replying to your favor of the 27th inst., I beg leave to send you enclosed list of the officers

of the Suburban Press Association of New England, together with the delegates to the New Orleans Convention.

Yours truly, WM. F. JARVIS, Ex. Com.

Officers.—E. H. Pierce, Revere, Mass., President; Alexander Starbuck, Waltham, Mass., Secretary; C. A. Loring, Boston, Mass., Treasurer.

Delegates.—E. H. Pierce, Journal, Revere, Mass.; E. A. Hall, Gazette, Greenfield, Mass.; C. A. Loring, Mirror, Allston, Mass.; J. S. Smith, Standard, Rockland, Mass.; E. B. Thorndike, Advertiser, Norwood, Mass.; J. O. Hayden, Journal, Somerville, Mass.; G. C. Fairbanks, Bulletin, Natick, Mass.

Memphis, Texas, December 30, 1899.

Hon. B. B. Herbert:

Dear Sir:—Answering yours of December 27, will say that the officers of the Northwest Texas Press Association for the ensuing year are as follows:

President, Cyrus Coleman, Independent, Henrietta, Tex.; First Vice-President, W. P. Blake, Industrial West, Clarendon, Tex.; Second Vice-President, W. S. Cadwell, Signal, Gainesville, Tex.; Third Vice-President, C. W. Hoggsett, Globe, Vernon, Tex.; Secretary, A. W. Collier, Banner-Herald, Bridgeport, Tex.; Treasurer, W. A. Johnson, Herald, Memphis, Tex. Delegates to the National Editorial Association: W. A. Johnson, Executive Committeeman; A. W. Collier, Banner-Herald, Bridgeport, Tex.; J. P. Orr, Globe, Vernon, Tex. They will be on hand at New Orleans. Success to you. Respectfully, W. A. JOHNSON.

Winona, Minn., January 1, 1900.

B. B. Herbert, Esq., Chicago, Ill.:

Friend Herbert:—The following is a list of delegates from the Northwestern Publishers' Association, as far as heard from: W. R. Hodges, Sleepy Eye Herald, Sleepy Eye; W. E. McKenzie, Times, Avokston; Frank Zins, Northern, St. Cloud; J. C. Norby, Norman County Herald, Ada; H. E. Boen, Fergus Globe, Fergus Falls; Phil A. Kaufer, Red Lake Falls Gazette, Red Lake Falls. Which is the last day for completing the list?

Very respectfully, JOSEPH LEICHT.

Dwight, Ill., January 3, 1900.

B. B. Herbert, Chicago, Ill.:

Mr. Herbert:—The meeting of the R. E. A. will not be held until Tuesday, February 6, at the Grand Pacific Hotel, in Chicago, and the delegates are not elected. When is the New Orleans Convention? Yours fraternally,

WM. G. DUSTIN, President.

Scooba, Miss., December 30, 1899.

Hon. B. B. Herbert, Chicago, Ill.:

My Dear Sir and Friend:—Inclosed find a list of officers and delegates as requested.

I sincerely hope to meet you and many of our old and mutual friends at the annual meetings to be held in New Orleans during Mardi Gras. If the weather is good, and I sincerely hope it will be, I am confident all will enjoy it. With my very best wishes and the hope that the New Year will be one of the happiest and most prosperous of your life, I am truly your friend,

JAMES H. DUKE.

List of officers and delegates, Mississippi Press Association: President, P. E. Williams, Headblock, Lumberton; First Vice-President, William Wood, Times, Starkville; Second Vice-President, J. D. McKee, Review, Biloxi; Secretary, J. G. McGuire, Herald, Yazoo City; Treasurer, P. K. Mayers, Democrat-Star, Pascagonla; National Committeeman, James H. Duke, Herald, Scooba. Delegates—J. A.

Richardson, Tocsin, Indianola; J. L. Gillespie, Review, Greenwood; J. G. Cashman, Post, Vicksburg; Charles Moreau, Echo, Bay St. Louis; R. H. Henry, Clarion-Ledger, Jackson; P. K. Mayers, Democrat-Star, Scranton; Colonel J. L. Power, Fayette-Chronicle, Jackson; Dr. B. F. Passmore, Times, Canton.

Lebanon, Ill., December 28, 1899.

Brother Herbert:—Yours of 26th at hand. We have not had meeting to select delegates to New Orleans. When we do will report to you. I append list of officers of Illinois Republican Editorial Association:

President, W. G. Dustin, Star and Herald, Dwight; Vice-Presidents, M. F. Walsh, Herald, Harvard; L. H. Miner, State Journal, Springfield; W. L. Jones, Journal, Lebanon; Secretary, J. R. Stewart, Gazette, Champaign; Treasurer, Cad Allard, Star, Beardstown. Executive Committee, W. G. Dustin, J. R. Stewart, W. F. Calhoun, Republican; Decatur; W. R. Jewell, News, Danville; C. E. Snively, Register, Canton; C. P. Hitch, Beacon, Paris; Leon McDonald, Phoenix, Lockport. A happy New Year!

Respectfully,

W. L. JONES.

Humboldt, Iowa, December 28, 1899.

B. B. Herbert, Editor National Printer-Journalist, Chicago.

Dear Sir:—Officers of this association are as follows:

President, Mrs. Ella Salisbury, Litonka, Lapin; Vice-President, George A. Nichols, Esterville Republican; Secretary-Treasurer, A. M. Adams, Humboldt Independent; Program Committee, winter meetings, 1900, W. I. Branagan, Emmetsburg Democrat; Charles K. Myers, Mason City Republican, Burt Harwood, Clarion Monitor; member Executive Committee, N. E. A., A. M. Adams, Humboldt Independent.

Returns for delegates not in yet. Will forward at once when appointed. Harvey Ingham, Aigona Upper Des Moines, will be one. A. M. Adams, Executive Committee, will probably go. Others will be appointed as soon as returns are in. Winter meeting of the association will be held at Emmetsburg early in February, 1900.

Yours respectfully,

A. M. ADAMS,
Secretary U. D. M. E. A.

Caro, Mich., December 30, 1899.

Dear Mr. Herbert:—I am in receipt of your letter of the 26th, and in reply will say that the delegates from the Michigan Press Association to the National Convention are supposed to be elected at the annual meeting for business, which the constitution provides shall be held during the month of January. No call for that meeting has as yet been issued, and I am to-day writing the officers to know why. Just as soon as I know something definite I will let you know. Until such action is taken the delegates for last year will stand. Yours very truly,

FRED SLOCUM.

NEBRASKA.

W. N. Huse, Norfolk News, President Nebraska Press Association; F. N. Merwin, Beaver City, Nebraska Editor, Secretary and Treasurer Nebraska Press Association. Vice-Presidents—First Congressional District, Ed Eaton, Videtta, Verdon; Second Congressional District, A. F. Clark, Western Laborer, Omaha; Third Congressional District, A. J. Langer, Republican, West Point; Fourth Congressional District, E. E. Correll, Journal, Hebron; Fifth Congressional District, J. S. Phillips, Reporter, Indianola; Sixth Congressional District, Mrs. Mamie Clafin, Journal, Ord. E. W.

Julian, Corresponding Secretary, Journal, Chadron. N. E. A. delegates (not complete)—A. J. Langer, National Executive Committeeman, Republican, West Point; W. N. Huse, News, Norfolk; Ross L. Hammond, Tribune, Fremont; M. G. Perkins, American Press Association, Omaha.

ARKANSAS.

President, W. Theo. Smith, Little Rock Tribune; First Vice-President, W. A. H. McDaniel, Wynne Democrat; Second Vice-President, W. B. Folsom, Brinkley Argus; Third Vice-President, J. L. Wadley, Hot Springs Daily News; Corresponding Secretary, John R. Jobe, Little Rock; Financial Secretary, E. L. Vadakin, Forrest City Times; Recording Secretary, W. H. Culp, Mammoth Spring Monitor; Orator, H. L. Cross, Bentonville Sun; Historian, J. W. Underhill, Conway Democrat; Poet, Miss Nannie Wood, Bentonville; Executive Committee by districts: First, E. C. Waterman; Second, P. H. Thomas; Third, S. A. McNish; Fourth, A. M. Ward; Fifth, J. S. Stevenson; Sixth, T. N. Woods. Delegates to National Association, W. A. McDaniel, Wynne Democrat; Powell Cardin, Malvern Meteor; W. W. Folsom, Hope Gazette; George Thornburgh, Arkansas Methodist; Miss Willie Hicks, Lonoke Democrat, and John R. Newman, Harrison Times.

OHIO.

President, G. W. Wilkinson, North Baltimore Beacon; Vice-President, R. W. Spangler, Madisonville News; Secretary, E. L. Blue, Perrysburg Journal; Treasurer, T. P. Yockey, Canal Fulton Signal. Delegates—Will send list as soon as possible.

W. A. ASHBURT, Ex. Com.

Danville, Va., December 31, 1899.

Hon. B. B. Herbert, Editor:

Dear Sir:—I herewith inclose pages from our published proceedings, which will give you the information desired. I cannot say which of the delegates will attend. It is my purpose soon to ascertain whether they will attend or select alternates. I have designated Mr. J. H. Lindsay, The Progress, Charlottesville, Va., as my alternate.

Yours truly,

R. E. FREEMAN,
Ex. Com., N. E. A.

President, W. McDonald Lee, Irvington Virginia-Citizen; Vice-President, J. H. Lindsay, Charlottesville Progress; Secretary, J. L. Hart, Farmville Herald; Treasurer, R. N. Robinson, Orange Observer; Historian, Miss Bertha Gray Robinson, Orange Observer. Executive Committee—J. H. Lindsay, Charlottesville Progress; C. E. Thacker, Newport News Press; A. P. Rowe, Jr., Fredericksburg Free Lance; Rhea Crawford, Bristol News; R. P. Barham, Petersburg Index-Appeal. Delegates National Editorial Association—R. P. Barham, D. S. Lewis, R. E. Freeman, E. H. Barclay. National Executive Committeeman, R. E. Freeman.

Kimball, S. D., January 1, 1900.

The delegates from this State to New Orleans are to be selected at the winter meeting on the State Press Association at Sioux Falls, January 18-19. Will send them in from there as soon as they are named.

Respectfully yours,

C. R. TINAN,
Committeeman N. E. A.

Sterling, Kan., January 1, 1900.

B. B. Herbert, Chicago, Ill.:

Dear Sir:—I am Executive Committeeman from the First District, Kansas Editorial Association. Our officers and delegates are Gerald Volk, Register, Wichita; Gerald

Volk, Secretary, Wichita; A. E. Durall, President, Inman; J. E. Junkin, Treasurer, Sterling; W. Y. Morgan, News, Hutchinson. The third member is still in doubt. Our State Association, as you know, meets next month, when delegates will be elected at that time from it.

Very sincerely

J. E. JUNKIN.

Clarksburg, W. Va., December 29, 1899.

Sir:—The following is a list of officers of West Virginia Editorial Association. Cannot yet furnish list of delegates to N. E. A.:

President, E. H. Flynn, Record, Spencer, W. Va.; Vice-President, M. G. Sperry, News, Clarksburg, W. Va.; Secretary, S. P. Smith, Record, West Union, W. Va.; Treasurer, H. C. Sample, Free Press, Fairmont, W. Va. I can send you copy of proceedings of last meeting if of interest or service to you. Respectfully,

M. G. SPERRY.

I am a member of Executive Committee, N. E. A., but did not attend the meeting at St. Louis last autumn. Have you a copy of proceedings of the committee?

Urbana, Ohio, December 29, 1899.

Mr. B. B. Herbert:

Dear Sir:—Our State Convention will be held on the 16th and 17th of this month, and our President, Mr. John T. Mack, of the Sandusky Register, thinks that he had better wait for the appointment of delegates until that time.

Yours,

H. R. SNYDER.

Beloit, Kan., January 1, 1900.

B. B. Herbert:

Dear Sir:—There has been no change in the officers, and delegates not yet selected. Yours truly,

S. H. DODGE.

Carlinville, Ill., January 1, 1900.

B. B. Herbert:

Dear Sir:—Will send list of delegates as soon as I can get them made up.

C. J. LUMPKIN.

Galena, Ill., January 3, 1900.

Editor National Printer-Journalist:

In reply to yours of December 26, 1899, I send you list of officers and delegates of the Inland Daily Press Association:

President, J. E. Sutton, Reporter, Logansport, Ind.; Vice-Presidents, Pierce Burton, Express, Aurora, Ill.; D. W. Grandon, Telegram, Adrian, Mich.; John L. Mahin, Journal, Muscatine, Iowa; Willis Beal, Herald, Laporte, Ind.; J. C. Wilmarth, Gazette, Janesville, Wis.; Secretary and Treasurer, Ira S. Carpenter, News, Michigan City, Ind. Executive Committee, George T. Campbell, Argus, Owosso, Mich.; N. C. Roberts, Democrat, Fort Madison, Wis.; W. Bent Wilson, Journal, La Fayette, Ind.; C. A. Tostevin, Journal, Racine, Wis. Delegates to N. E. A. meeting, James J. LaVelle, Argus, Rock Island, Ill.; P. S. McGlynn, Dispatch, Moline, Ill.; F. R. Gilson, Palladium, Benton Harbor, Mich.; George T. Campbell, Argus, Owosso, Mich.

A. W. GLESSNER, Member Ex. Com.

Macomb, Ill., January 4, 1900.

B. B. Herbert, Chicago, Ill.:

Dear Sir:—Your letter of inquiry to J. C. Coulson, of LaHarpe, has been referred to me. The officers of The Military Tract Press Association of Illinois are: Van L. Hampton, President, Macomb By-Stander; Lucien S. Reid, Vice-President, Dallas Review; Will H. Taylor, Secretary-Treasurer, Roseville Times. The delegates to the National

Association are: L. S. Reid, Dallas Review; B. J. Beardsley, Elmwood Messenger; K. M. Whitam, Aledo Times Record; C. C. Chain, Bushnell Democrat; O. L. Campbell, Knoxville Republican. Yours truly,

VAN L. HAMPTON.

Logansport, Ind., January 4, 1900.

Friend Herbert:—In answer to yours of recent date, will say that our Association,—the Indiana Democratic,—will hold its annual meeting on Thursday, February 1, at which time a full complement of officers, including delegates to the annual meeting of the N. E. A., will be chosen. The present officers are Dale J. Crittenberger, Anderson News, President; and John C. Gorman, of the Princeton Democrat, Secretary. Should be pleased to have you attend our February meeting.

I enclose herewith brief summary of methods employed in our circulation department, which you are privileged to use if of any value. Respectfully yours,

F. F. LOUTHAIN.

Woodward, Okla., January 5, 1900.

B. B. Herbert, Publisher National Printer-Journalist, 334 Dearborn St., Chicago:

Dear Sir: The following list are the elected delegates to the New Orleans convention by the Oklahoma Press Association, at their meeting on December 18. Nine of these delegates have paid the per capita tax and are sure. Of the other five, some may have to be substituted by the alternate elected to fill vacancies which may occur. Here is the list:

W. E. Bolton, Live Stock Inspector, Woodward; F. H. Greer, Daily Capital, Guthrie; L. G. Niblack, Daily Leader, Guthrie; Frank Cook, Herald-Sentinel, Cloud Chief; Jasper Sipes, School Herald, Oklahoma City; Tom Woosley, Enterprise, Mulhall; Harry Gilstrap, News, Chandler; J. W. Lawton, Bee, Arapahoe; T. F. Hensley, Democrat, El Reno; Dan Peery, Globe, El Reno; Lon Wharton, Sentinel, Perry; J. V. Admire, Free Press, Kingfisher; R. Q. Blakeney, Daily Oklahoma, Oklahoma City; Jack Randall, Times-Record, Blackwell.

Our delegation this year is composed of picked representatives of the Oklahoma Press Association, and we hope to have the full number with us at the convention.

Fraternally yours,

W. E. BOLTON,

Executive Committeeman for Oklahoma.

Robinson, Utah, January 2, 1900.

B. B. Herbert, Chicago, Ill.

Dear Sir: Yours of the 27th ult. at hand and in reply will submit the following information:

Officers of the Utah Press Association: President, Fred Nelson; Vice-President, John James; Corresponding Secretary, I. E. Diehl; Recording Secretary, C. W. Jackson; Treasurer, E. G. Rognon; Historian, J. F. Taylor. Delegates to N. E. A.: I. E. Diehl, Executive Committee; C. P. Diehl.

I remain respectfully yours,

I. E. DIEHL.

KANSAS EDITORIAL ASSOCIATION OFFICERS.

Smith Centre, Kan., January 8, 1900.

B. B. Herbert, Editor, No. 334 Dearborn St., Chicago.

Dear Sir: Your note of some time ago to Mr. Junkin has been handed to me for answer. The officers of our association are: President, George W. Martin, Kansas City

Gazette; Secretary, J. W. Morphy, Smith Center Journal; Treasurer, J. Irvin Gabel, Holton Tribune; Vice-Presidents, D. R. Anthony, Leavenworth Times; A. T. Cox, Independence State and Kansan; F. C. Raney, Fort Scott Monitor; W. A. Morgan, Cottonwood Falls Leader; Gomer T. Davies, Concordia Kansan; N. A. Turner, Colby Tribune; M. P. Cretcher, Sedgwick Pantagraph.

The delegation to the New Orleans Convention has not yet been named, and so far as I am informed no arrangement has been made to name it until the meeting at Fort Scott, January 22. Respectfully,

J. W. MORPHY, Secretary.

ILLINOIS WOMAN'S PRESS DELEGATES.

Chicago, January 9, 1900.

Benjamin B. Herbert, Esq., Editor National Printer-Journalist.

Dear Sir: The following are the names of the delegates elected by this Association to attend the National Editorial Convention at New Orleans, March next: Mrs. Fanny M. Harley; Mrs. E. Jeanette Abbott; Mrs. H. Effa Webster, President I. W. P. A.; Mrs. A. Shackelford Sullivan, Corresponding Secretary I. W. P. A.; Mrs. Frances E. Owens, Treasurer I. W. P. A.

Hoping that the above is in time for insertion in your next issue, the January number, I remain yours truly,

A. SHACKELFORD SULLIVAN,
Corresponding Secretary I. W. P. A.

VIRGINIA PRESS ASSOCIATION.

Farmville, Va., January 8, 1900.

Mr. B. B. Herbert, Chicago.

Dear Sir: I am requested to certify the names of the delegates duly elected by our Association to the National Editorial Association, which meets at New Orleans in February.

The delegates are: R. P. Barham, Index Appeal, Petersburg; D. S. Lewis, Spirit of the Valley, Harrisonburg; J. H. Lindsay, Progress, Charlottesville, and E. H. Barclay, Gazette, Lexington.

Our National Executive Committeeman, as stated in a former letter, is Mr. Freeman, of Danville.

Very truly yours, J. L. HART, Secretary.

Vienna, Illinois, January 5, 1900.

Mr. B. B. Herbert:

The officers of the Southern Illinois Press Association are: President, W. W. Watts, Nashville; Vice-President, Fred J. Kern, Belleville; Treasurer, Will J. Seil, Grayville; Executive Committee, L. T. Scott, Carbondale; Chas. Boeschstein, Edwardsville; J. F. Murphy, East St. Louis.

Delegates to N. E. A.: Frank W. Hovill, Mt. Carmel; Bert R. Burr, Murphysboro; Roy Alden, Pinkneyville. Alternates: L. T. Scott, Carbondale; W. M. Goudy, Thos. Joy, Centralia.

Respectfully,

LUCAS PARKER,

Secretary.

Jamaica Plain, January 10, 1900.

Mr. B. B. Herbert, Editor National Printer-Journalist:

Dear Sir:—Herewith I send you the list of delegates to the forthcoming Convention of the National Editorial Association and our local officers elected at the meeting of the Massachusetts Press Association on January 8.

Officers Massachusetts Press Association:

President, A. C. Dowse, New England Grocer, Boston. Vice-Presidents, Ernest H. Pierce, Revere Journal; Alex-

ander Starbuck, Waltham Free Press; R. S. Barrows, Jamaica Plain News; George W. Prescott, Quincy Patriot; E. A. Hall, Greenfield Gazette. Secretary, Harwood B. Smith, Rockland Standard. Treasurer, J. S. Smith, Rockland Standard. Auditor, Charles S. Parker, Arlington Advocate. Historian, George H. Proctor, Gloucester Advertiser.

Delegates to the National Convention, with name of paper, residence, and companion:

A. C. Dowse, New England Grocer, Boston, Mrs. Dowse; A. E. Winship, Journal of Education, Boston, Miss Winship; G. M. Billings, Gazette, Milford, Mrs. Billings; Francis Proctor, Times, Gloucester, Mrs. Proctor; John S. Baldwin, Spy, Worcester, Mrs. Baldwin; George W. Prescott, Patriot, Quincy, Miss Prescott.

Joe M. Chapple (alternate), National Magazine, Boston, Mrs. Chapple.

C. C. Doter (member Legislative Committee), Memorial, Plymouth, Miss Doter.

Joseph B. Maccabe (President National Association), Argus-Advocate, East Boston, Miss Maccabe.

Yours, respectfully, R. S. BARROWS.

MINNESOTA.

Delegates.—W. R. Hodges, Herald, Sleepy Eye; W. E. McKenzie, Times, Crookston; Frank Zins, Nordstern, St. Cloud; W. E. Boen, Fergus Globe, Fergus Falls; Phil A. Kaufer, Gazette, Red Lake Falls, accompanied by Mrs. Kaufer; H. O. Basford, Register, Austin, accompanied by Mrs. Basford; J. C. Norby, Herald, Ada, accompanied by Mrs. Norby.

WASHINGTON STATE PRESS.

Seattle, January 2, 1900.

Will A. Steel, Post-Intelligencer, Seattle; Jos. A. C. Brant, Columbian, Vancouver; A. P. Tugwell, Sun, Tacoma; F. D. Schnebley, Localizer, Ellensburg; B. M. Price, Capital, Olympia; S. L. Alexander, Free-Press, Cheney; Alonzo M. Murphy, Outburst, Spokane; F. R. Baker, Sun, Tacoma; C. W. Gorham, Tribune, Snohomish.

Portland, Oregon, January 3, 1900.

Mr. B. B. Herbert, 334 Dearborn Street, Chicago, Illinois.

Dear Sir: Enclosed you will find a list of the delegates from the City Press Club to the National Editorial Association.

M. D. Wisdom, P. A. Binford, W. G. Steele, Paul Kety, Mrs. C. A. Coburn, Mrs. Edyth-Tozier Weathered, Miss Clara Buffington.

Not being certain that I can be there, but wishing you all the greatest success and pleasure, I am

Fraternally yours,

FRANK LEE.

TENNESSEE.

Officers of the Tennessee Press Association, 1899-1900: President, E. E. Adams, Democrat, Lebanon; Vice-Presidents—First, Louis G. Fritz, Deutsche Zeitung, Memphis; Second, J. J. Ambrose, Tennessee Mason, Nashville; Third, S. B. LaRue, Democrat, Greeneville; Secretary, Herman A. Hasslock, Nashville; Treasurer, R. J. G. Miller, Banner, Nashville; Statistician, W. J. Slatter, Winchester; Chaplain, Bishop O. P. Fitzgerald. Executive Committee—Rutledge Smith, Chairman, Press, Cookeville; J. J. Ambrose, Tennessee Mason, Nashville; S. A. Cunningham, Confederate Veteran, Nashville; R. V. Hicks, Democrat, Madisonville; George Williamson, Exchange, Milan. Credential Committee—Herman A. Hasslock, Chairman, ex-officio, Nashville;

George Stanfill, News, Erin; J. W. Hedgepeth, Enterprise, Ripley.

ALABAMA PRESS.

W. W. Screws, Advertiser, Montgomery; J. B. Stanley, Advocate, Greenville; J. A. Rountree, Dixie Mfg, Birmingham; L. Hensley Grubbs, News, Decatur; I. A. Levy, Mirror, Eutaw; Mrs. E. A. Judson, Bessemer Weekly, Bessemer; R. M. Rawls, Courier, Athens; Mrs. M. B. Pierce, Times, Citronelle; Wm. M. Bunting, Herald, Florence; Jacob Pepperman, Alabama Knight, Montgomery; M. W. Camper, Times, Florence; W. E. W. Yerby, Watchman, Greensboro; Rufus N. Rhodes, News, Birmingham.

MAINE PRESS ASSOCIATION.

The 37th annual meeting of the Maine Press Association will be held this year in Bangor, Wednesday and Thursday, January 24 and 25. Headquarters will be at the Bangor House, and the meetings will be held in the Board of Trade rooms, City Building. Mr. C. W. Robbins, of the Old Town Enterprise, will conduct a "Question Box" at the preliminary meeting (for members only) Wednesday afternoon at 2 o'clock, and it is hoped all will come prepared to assist in making this new feature a success. The Bangor people are planning to give the association a cordial welcome. Mr. M. E. Mudgett, of the Bangor Daily Commercial, and wife, will receive the members and their ladies Thursday evening.

WASHINGTON STATE PRESS ASSOCIATION.

President, O. M. Moore, Times, Seattle; First Vice-President, Orno Strong, New West Trade, Spokane; Second Vice-President, Mrs. Minnie H. Sargeant, Tribune, Pullman; Third Vice-President, E. M. Day, News, New Whatcom; Secretary and Treasurer, Will A. Steel, Post-Intelligencer, Seattle; Executive Committee: President and Secretary, James M. Vernon, Everett; E. M. Day, New Whatcom; Frank R. Baker, Tacoma; Walter Lingenfelder, Walla Walla; A. H. Stulfauth, Ellensburg.

Place of next meeting, Bellingham Bay.

COMMUNICATION FROM THE NATIONAL TREASURER.

Norwalk, O., January 6, 1900.

Hon. B. B. Herbert, Editor National Printer-Journalist.

My Dear Sir: Permit me to use a little space in the January number of your most valuable paper, to urge upon the delegates to the meeting of the National Editorial Association to be held at New Orleans, February 28-March 3, that they send the Treasurer the necessary per capita tax as speedily as possible. The time is getting short, yet up to date I have received remittances from but three associations, as follows:

As usual, the Mississippi State Press Association, through its prompt and energetic Treasurer, Col. P. K. Mayers, was the first to remit, eight delegates being paid for.

The second remittance came from the New England Suburban Press Association, through the genial executive committeeman, Dr. W. F. Jarvis, seven delegates.

Oklahoma was third, the money for eight delegates coming through Hon. W. E. Bolton, the hustler from that region.

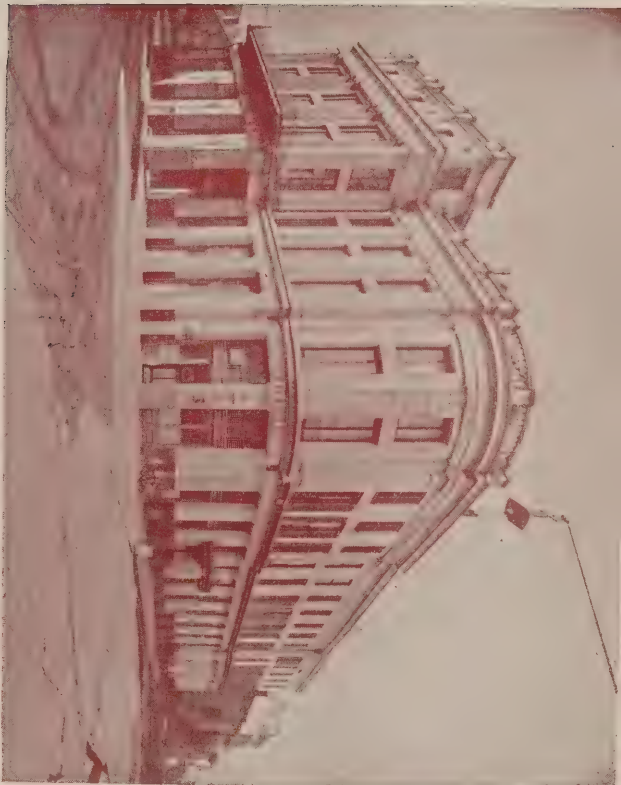
Many more returns should come in at once, and this will be a reminder to executive committeemen and delegates.

By the way, don't forget that by the rules, \$2 must be paid for each person accompanying a delegate or officer.

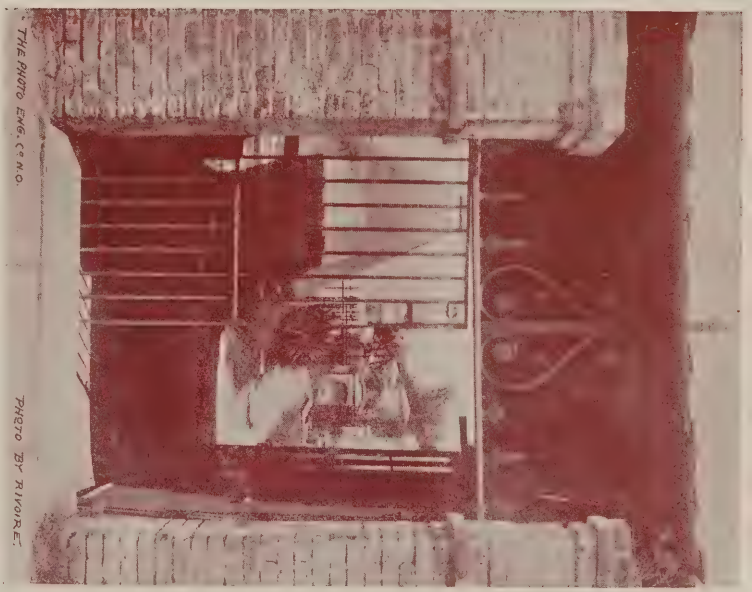
Fraternally yours,

JAMES G. GIBBS,

Treasurer National Editorial Association.



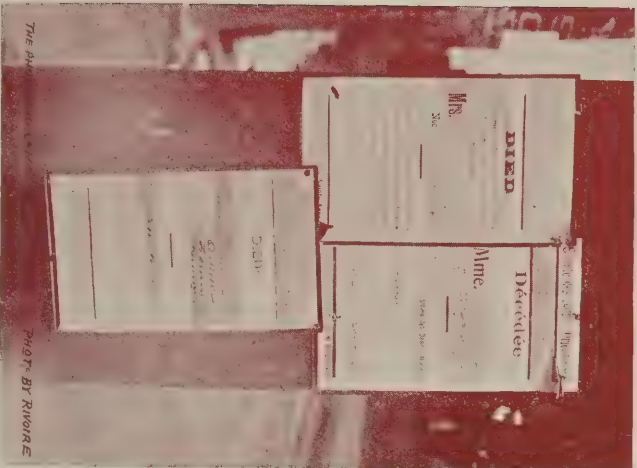
French Opera House.



THE PHOTO ENG. CO. N.O.

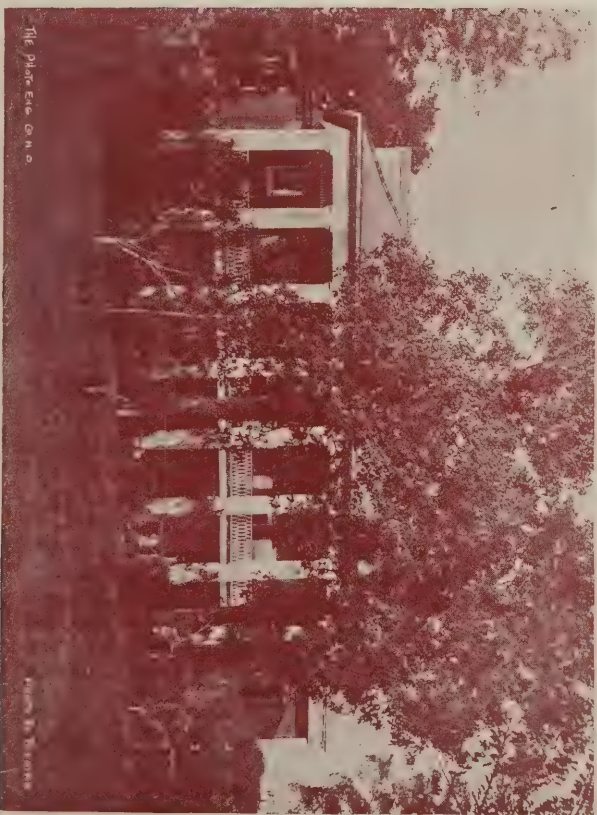
PHOTO BY RIVOIRE.

Gateway Old St. Louis Cemetery.



THE PHOTO ENG. CO. N.O.

PHOTO BY RIVOIRE.



THE PHOTO ENG. CO. N.O.

PHOTO BY RIVOIRE.

Old French and Spanish Method of Announcing Deaths.

Colonial Home.



Old Spanish Tiled Building.



Live Oak, Audubon Park.



St. Roch's Chapel and Yard.



PHOTO BY RIVIERE.

THE PHOTO ENG. CO. N. O.

Tomb of the Army of the Tennessee and Johnston Statue, Metairie Cemetery.

VIEWS IN NEW ORLEANS — THE CRESCENT CITY.

TRADE PAPERS.

Read before the Chicago Typothetae by H. A. Pawly, of the Typothetae and Platemaker.



THE nineteenth century is not only pre-eminently the century of scientific discovery, but also of the application of science to the mechanical and industrial arts. Science is the basis of all modern industry and of all genuine progress. The multifarious pursuits of mankind are so distinct, one from another, that a man may be a master of one and a novice in every other. It matters little how familiar an individual may be with general facts and theories, he is unfit to carry



H. A. PAWLY.

on any business without a minute acquaintance with the details and technicalities of that business. The time was when a workman could pass from one trade to another without much inconvenience or loss of time and money, but that day has long since passed away. Such is the division of labor in our times that it takes all of one man's energies and talents to do well his part in any one of the trades. Prior to entering upon his life trade, it is necessary for almost every man to spend much time and study in mastering the principles, the details and the technique of his business.

So vast and varied are the principles of every branch of industry, that it requires the aid of many men and of many minds to master them. It follows, therefore, as a matter of necessity, that every great industry must bring to its service the experience and the wisdom of men of every age and of every clime. It is needless, therefore, to add that the trade journal is not a luxury, but a necessity. It is an evolution created by the demands of the myriads of workers in the various fields of industry. A journal of general information, so far as it concerns his business, is worth no more to a specialist than a fiddle to a deaf man. However fully the morning paper may report the news of battles, parliaments, scientific assemblages, religious gatherings, social functions, and the like, it does not, in the least, benefit the printer, the engraver, the artist, the florist, or the horticulturist. If the specialist wants information, suited to his peculiar needs, he must consult the journal which makes it a business to cater to his tastes and demands. The trade journal is to the tradesman what the medical journal is to the physician, or the law journal is to the attorney. The lawyer does not look for light and help on his complicated case in a medical treatise or a theological magazine. The need of the age is for special journals and not for the omnium gatherum of bygone ages. We assert that the printer has as much need of a special

journal as does the farmer, the iron manufacturer, the photographer, or the breeder of blooded animals. Moreover, the master printer needs a journal especially adapted to his wants. It matters not how many magazines may come to his desk on the various departments related to his special work as a manufacturer, he should have a journal devoted to his specific duties. He may be interested in the latest discoveries in typography, photo-engraving, presswork, color printing and all the rest, but these cannot make him an efficient and capable head of a great printery. There are multitudes of questions connected with headship that are wholly disconnected with all other questions. More and more as the time goes by and as the great industries of the country concentrate in the hands of corporations and combinations, the question of management grows in importance. We shall not undertake to exhaust what should be the aim and scope of a work devoted to typography. That is a world within itself. The type designer, the type maker, the typesetter, the typesetting machine, and the hundred other things belong to the typographical journal. An employing printers' journal has but little to do with the unions and their problems, except in so far as they concern the economic phases of the printing art. In so far as the unions concern themselves with the work of management, the employers' journal must deal with them, and no further. If the union trespasses upon the ground belonging to the management, then the issues raised become proper subjects for journalistic treatment from the employers' point of view. The employing printer is concerned, first of all, with the affairs of his plant. He must know his office from bottom to top and from end to end. There he should be supreme and there he should be master. He must be familiar with the ever shifting, ever varying aspects of trade, as they affect his office. He cannot expect journals devoted to the interests of journeymen printers to cover the questions which most deeply concern him. He may be vitally interested in certain phases of trades unionism, as it is related to the printing industry, but when he has solved these, he is still in need of aid on questions of deeper import. He cannot learn from the workman's point of view, the lesson which has to do with interest on capital, profits, rent, costs and all the other details of business. Wages and hours form but a small part of the wide field of observation stretching before him. If an employer's journal meets his demands, it must concern itself with what puzzles him and not what puzzles somebody else. How to manage 100 or 1,000 men to the best advantage, how to buy and what to buy, how to curtail expenses, how to economize time, how to save his machinery, and how to compete with other offices, are racking his brain by day and driving sleep from his eyes at night. The employing printers' journal should come to him in this emergency with the fresh thoughts of scores of his fellow craftsmen and expel the mist of these perplexing questions. But the employer has to do with the outside world, as well as the inside world. All his materials and tools are supplied from without. If he does not know who makes the latest and best machines, he is unable to act wisely. Like everybody else he must take a great deal on trust, or else rely on some medium of information which never wittingly betrays him. The candid and honest trade journal does not sell its opinions like the venal political journal, but aims to impart information that can be trusted. It employs the most trustworthy experts to furnish technical information in regard to new inventions and new processes. It enters the office of the bewildered employer with just the facts he wants to know and gives him just the information he needs to guide him in solving

difficult problems. If the trade journal does not render such a service, it has not reached its possibilities, or its efforts are misdirected. While the trade journal devoted to printing aims to give valuable and indispensable information about recent inventions and discoveries, it does not ignore experience. Indeed, here is its peculiar field of activity. It seeks to collect the results of experience from the entire field and to condense them and put them in shape to be used without requiring valuable time to master them. It is by the widespread dissemination of knowledge and experience that enterprises grow and prosper, just as the political press moulds or forms public opinion on questions of finance, taxation and political policy, so a well conducted trade journal guides trades to successful issues. Its business is to shed light and to instruct the uninformed. It does not, however, content itself with pointing out sources of profit, but it also warns against errors and lifts the signal of danger when necessary. In short, the special trade journal represents the combined wisdom and experience of the whole fraternity engaged in its line of work. The employing printers' journal seeks above all things to bring to the light the best thought of the craft and to give every employer facts which he could gather from no other source. It must be left to the imagination to picture what would be the result of such a journalistic policy faithfully carried out. It would revolutionize the printing trade. The tramp printer, the bogus advertiser and the dishonest employer would fall out of line and the printing business would be placed on an enduring foundation. Cut-throat competition would vanish and living profits would be realized. The trade journal is the best friend to the honest manufacturer and a terror to the fraudulent advertiser. It makes friends of buyer and seller and enriches both. We sincerely believe that it is an essential factor in modern industry. It would not be possible without trade journals to carry on the complicated and intricate manufacturing enterprises of the world. If it be asked: what is the best journal to take? the question can only be answered by asking: what do the journals in competition do for their patrons? If they solve their problems and give them invaluable help in arriving at right decisions, they are above price. That journal that deals most directly, most intelligently and most honestly with an employing printers' difficulties and perplexities is the one best adapted to his needs and most worthy of his patronage and confidence.

A HAPPY FAMILY.

For several years past every member of the staff of Hide and Leather, Chicago, both home and branch offices, have been recipients of handsome Christmas presents (in cash) from the thoughtful and generous proprietor and editor, Mr. R. C. Jacobsen. In addition to this, Mr. J. has for several years given his workers the Saturday half holiday, both summer and winter. The employes presented him Christmas Day with a gentleman's traveling toilet set as a slight appreciation of his kindness and good will.

HOW TO ADVERTISE AND WIN.

Many people are misled by the temporary success of blatant advertisers whose grandiloquent phrases swell the sum of rotten publicity. But in nearly every instance of this kind, where permanent success has been secured, it has come in spite and not by reason of these methods. The history of great advertising successes illustrates the fact that simplicity in expression and display, truthful statement, honesty, combined with good judgment and persistency and backed by a good article, are what win.—Shoe and Leather Gazette.

MORE ABOUT WOMEN AND THE LABOR PROBLEM.

Last month, through noticing extracts from a reported sermon of a St. Paul preacher that appeared in the Chicago Tribune, we were led into making a brief mention of the question of women workers. The subject was only touched upon, and more with a view to show the absurdity and superficiality of the statements and reasoning of the minister, than otherwise. On the same day of the writing of the brief criticism, a marked copy of the Kansas City Star was received, containing a two-column news article, of which the following was the text:

"Assaults on non-union printers, growing out of the Typographical Union strike in the job printing offices, continue.

"At 9 o'clock last night, H. R. Ellsworth, a non-union printer who works for Burd & Fletcher, on West Sixth street, was struck down from behind at Ninth street and Baltimore avenue. Ellsworth says he was on his way to



A CHAMPION MISSOURI BABY.

Belle Hope Robinson, one year old, weight twenty-eight pounds.
Daughter of R. T. Robinson, editor Appleton City (Mo.) Herald.

meet two friends at the postoffice corner when he was stopped in front of Dixon's saloon by two men. He says he knew one of them slightly by sight as a union pressman, but does not know his name. This one introduced his companion as L. E. Smith, President of the Typographical Union in Kansas City. They tried to persuade Ellsworth to join the union and become a striker, and Ellsworth refused.

"'Smith,' said Ellsworth to a reporter for the Star to-day, 'excused himself and stepped into the saloon, but returned in a moment. There was no quarrel or loud talk. I asked one of the men what time it was and he said it was a few minutes of 9 o'clock. I started to walk away from them eastward to keep my appointment, and that is the last I remember.'

"Ellsworth was struck back of the left ear. He was taken to the police station and treated by Dr. Manahan, who said he could not tell then whether or not the skull was fractured. Ellsworth was still semi-conscious. Mr. Burd was sent for and removed him to St. Joseph's Hospital, where he is resting easily to-day. His skull is not fractured, though the wound is an ugly one and was made with some instrument like an iron bar."

Now women are not likely to go "slugging or to be slugged." The murderous spirit of unionism, the teachings

that employment must be regulated by strikes and boycotts, the spirit of hate inculcated, the saloon habits of drinking, loafing, gaming, smoking, swaggering and vulgarity that seem to pervade the ranks of young men, have much to do with the preference given to young women in many employments. Young women are more conscientious and orderly, cleaner in their habits, better behaved in every way, and more apt to be actuated by ideas of duty, pride in and loyalty to their calling. Yet there is no reason why a young man should not possess all these desirable traits. The human male is not so different from the human female that the young man needs to show his manliness by vulgarity, smoking, drinking and other extravagances, or by insubordination, bad manners, rowdiness, indolence, insolence and disloyalty to the interests of his employer.

Women and girls work because their necessities or their desire to be useful drive them to work, and their work is generally more dignified, improving and healthful, much more so than is too often the drudgery of a large family and the unending servitude to a proud, selfish, thoughtless passionate man, minister or layman, who frequently goes away from home for his sociality, glory and intellectual pleasures, and returns to his loving, trusting wife, who is not an equal because lacking in the knowledge and experience of the world and its affairs, for the gratification of his appetites. We remember visiting a very old cemetery in Connecticut and noticing the graves of seven women, all these the blessed departed of a Rev. Mather, whose tombstone was covered with fulsome praise. It occurred to us that either the minister or the wives had been very unfortunate or else the former days were not better than these. What are to become of the women and girls without the means of support if they are not to be permitted to work?

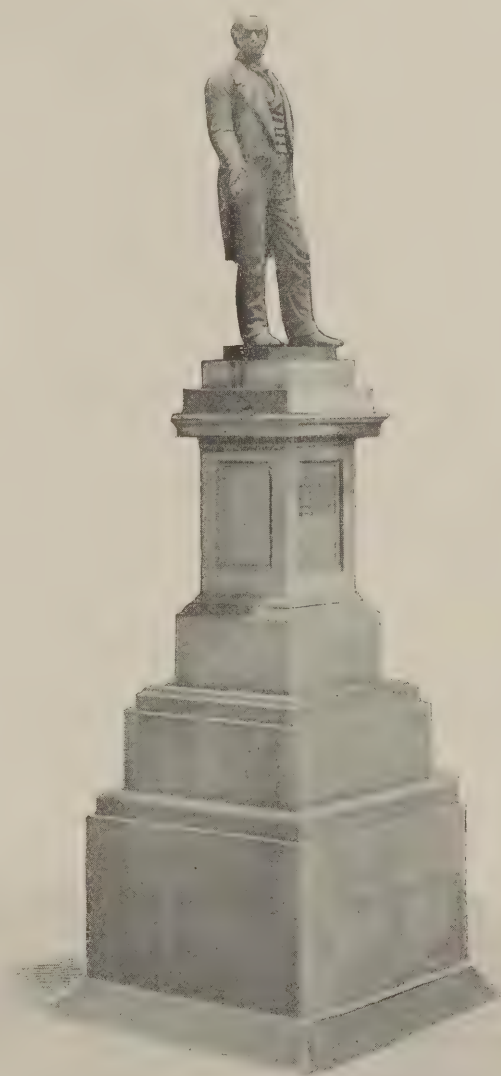
Are they to be sent to the almshouses, the bridewells or the brothels or be permitted to starve until some worthless lout who now complains that the women have got away his employment gets ready to marry them?

Frequent complaints come from loafing, drinking, walking delegates of union printers—with no ideas about honest toil, for himself, and with no thought of valuable or loyal service to his employer—that women have taken places that belong to men. It is on account of the influence of such thoughtless mouthings, as were quoted last month, and just such falsely educated young men, who are out of employment because of indolence, want of purpose in life, and the curse of bad habits, that violence attends labor troubles.

Such thoughtless words from the pulpit strengthen organizations and unorganized males who are constantly making war on the employers of labor and driving out of business the small employers who have by industry and economy worked themselves into a little capital and can only succeed through the loyal, considerate, helpful service of those whom they employ.

It is not a question with the employers as to the amount of wage so much as it is that the work done should be sufficient in results to allow a margin above the wages on which to conduct the business. If it is permitted to meet criticism with criticism, one great fault is the failure of the church and of so-called Christian homes of the present day to exercise the proper influence over the boys and young men to make them manly, industrious, honest, steady in habits, anxious to thoroughly master some business or trade and to be helpful. There has a wonderful amount of foolish and Satanic pride found its way into the churches and into church schools. Ministers, too many of them, at least, think a great deal more of being D. D.'s, Ph. D.'s, LL. D.'s,

and standing high as to society recognition and salary, than about rendering saving services to each and every member of the flock. The schools breed a good deal of that same spirit. In conversation with a minister, not long since, who has watched the students from one of the leading denominational schools for years, the statement was made by him that graduates would much sooner sit around some insurance, loan or real estate office picking up a bare subsistence than to strike out and do real hard, useful work of any kind. Many church or denominational schools are to-day away behind many secular and public schools in impressing the ideas of manly, useful living. Even ministers often seem to think that if they have not the industry and zeal to go out and build up a church to a self-supporting membership, the good women should get up fairs, suppers and entertainments to piece out their salaries. In other



HENRY CLAY MONUMENT, NEW ORLEANS.

business, as in publishing a newspaper, the patrons are not expected to raise funds to meet deficiencies. The business man or publisher must hustle for business, get more buyers, patrons, subscribers or advertisers. The young men are not entirely to blame. Instruction in schools and at home should be more practical. There should be less of gossip, less that tends to degrade the imagination more that gives employment to hands, eyes, mind and heart, and less study

of the ignorance, vices and vulgarity of the past. Much would be gained by practical manual training for an hour and a half during each school day, beginning with the grammar grades. Such training would give the boy recreation, an idea that life is to be usefully productive, and afford the opportunity to test wherein his work may be made most efficient and from which calling he would derive the greatest pleasure. Besides, this kind of work cures false ideas, teaches the dignity of toil and that the intellect need not be dormant when one is employed about manual labor. Then, churches, supported by Christian homes, should teach, enforce and practice the old doctrine that idleness is a vice, that no particular employments, in themselves, bring any real honor, and that the real end of life is service to fellowmen; that taking wages or property without earning the same or returning a fair equivalent, is robbery; that helplessness and idleness are crimes; that greed and pride in wealth or position are silly idolatry, and the strongest evidence of its existence in the human heart.

Probably one reason that girls and women prove more reliable than do a great many of the young men of to-day, is that they nearly always have some little employment at home; they take care of their own rooms, and clothes, help about the house, do some kind of needlework, or at least play the piano. Making tatting, with ideas that goes with the work, that the hands must ever have something to do, is better than the vapid life of the young man who is raised to think that he must do nothing except it be genteel or on a grand scale where there is large pay and small effort. It is certainly better that girls and women should work and stand independent in life than that they should be driven by necessity to become the slaves of men's passions or whims. Women have sunk to the work of beasts of burden, where they have had no other refuge from want or man's jealousy and bestiality. Independence of women, self-reliance and the power and opportunity of self-support are bulwarks of virtue, preventing ill-assorted marriages. The results are happier, more contented homes. Mother love is not lessened by intelligent work. The girl or woman who has worked in school, store, shop or office, knows much more of the real requirements of life, and is much better fitted to be the equal, loving helpmate of man, to be the mother of girls and boys who soon will have to meet the battles of life for themselves, than is the petted darling who grows up in entire ignorance of the world, its real burdens, its necessary worries, its uncertainties, losses and disappointments. The passion for home and home ties is not lessened by useful employments. The fault as to decrease in marriages and the establishing of homes comes much more from false ideas of living—the teachings that vapid idleness is dignified, that a show of luxury and large expenditure give some special honor or dignity, coupled with what has been said of the false ideas of young men as to employment and earnings, than from girls or young women being engaged in useful work.

ADVERTISING ADVICE.

Giving reasons is an integral part of advertising.—Printer's Ink.

* * *

It's the advertiser who isn't satisfied with his first success that is the eventual winner.—Profitable Advertising.

* * *

There is no stopping place on the road of advertising. You must be a constant traveler or you will be left behind among the unknowns.—Mail Order Journal.

PRINTERS' ARBITRATION DECISION.

GOVERNMENT by classes has been the fruitful cause of oppression and wrong. It matters not whether the ruling class be conquerors, royal families, kings, or clergy. In fact the rule by religionists, popes, priests, and elders, has often been the most selfish, mercenary, cruel, unjust, oppressive, and bloody known to the human race.

Government should be mutual. The rights of each and all must be considered. There must be mutual concession. Free government is in the nature of a voluntary compact or contract among men, in which it is agreed that the rights and interests of each and all shall be considered, protected, and, so far as possible, subserved.

If government by a class, that puts righteousness and the highest ideals of religion first, proves unwise and oppressive, how much more so must be the rule of a class that has only selfish ideas in view. The rule of the rich, the greedy, the selfish is sometimes less to be feared than the rule of those who are actuated by envy, jealousy, and distrust, though the motives of the latter may be higher. The rich man learns that there is more opportunity for accumulation where there is contentment, peace, and security, than where the people are crushed down and discouraged. The rich man also learns to take and abide by good counsel. Yet we would, by no means, encourage government by the selfishly rich. We have too much of that influence in the government of America today, and from the President up to the honest, useful, modest, yet independent and patriotic farmer, take our revenge by picking at that illusive figment of the demagogical brain called a "monopoly," instead of punishing the arrogant, tyrannical controllers of money or wealth, whether as individuals, combines against trade, or as so-called trusts and their trustees or agents for their abuse of power, their extortions, oppressions, intimidations, or business slugging; for their bribes—buying of public positions and the corruption of both the voters and the office-holders. Yet, the rule of the ignorant, vicious, so-called labor leaders is worse in many ways than is the corrupt and criminal influence of the selfishly rich. It is worse, because the so-called labor leaders or agitators take no counsel except of their prejudices, passions, and hate, and are as apt to work irretrievable loss and injury to those whom they claim to represent and professedly seek to benefit, as to those whom they undertake to control in the interest of the class over whom they have secured leadership.

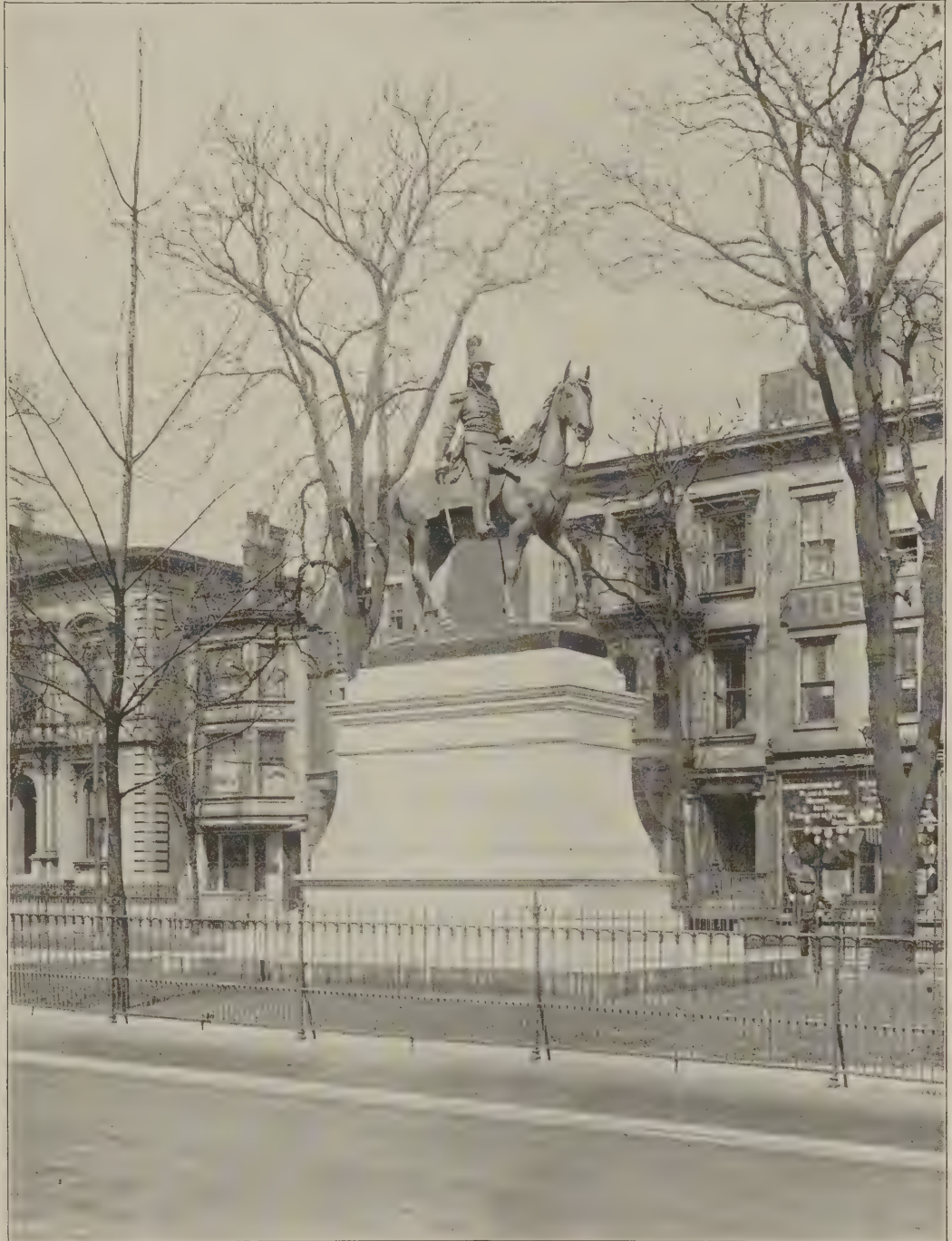
A rule that does not take into account, at all, the interests of the ruled, is more hurtful than was even African slavery. The wise master knew enough to so treat his slaves as not to injure their capacity for work. The modern taskmasters of the small operatives, manufacturers, and printers—the Union bosses—take no thought as to whether their slaves can exist at all under the burdens imposed, and rather glory in seeing them crushed out. These oppressions, however, speedily revert upon those whom they unwisely represent, for the combined workers who rule to ruin are soon without any to bring to them their wages, and walk the streets as mendicants, loafers, sluggers, or footpads, while feeble women take up the burden of bread-winners.

Some States, and among the list Illinois, have provided laws and boards of arbitration by which unwise rule, or attempts thereat, may be checked. Where the law is honestly, justly, and equitably enforced, wrongs may be prevented. It is a sort of arbitrary government made necessary from the fact that the parties to be reached or controlled are too ignorant, selfish, and brutal to attend to

their own affairs by mutual agreement — are not capable of self-government.

The arbitrary arm of enforced arbitration is, like all other government, dangerous and oppressive in the hands of corrupt, narrow-minded, or even weak men. The prejudiced few are apt to do a whole wrong and injustice, while

control the employers of labor; to many arbitrators who had been wholly unjust in their decisions; many more that had done half the injustice asked, and others that — like the present one — had taken a rational view of all the conditions and decided the rights of the parties in harmony with equity and justice. To force a firm to arbitrate unjust and unreason-



Gen. William Henry Harrison Equestrian Statue, Garfield Place, Eighth and Vine Streets, Cincinnati.

the weak are ever inclined to give to the unjust one-half of the unrighteous demands, thereby doing a half wrong.

These thoughts came after the reading of the just decision of the Board of Arbitration of the State of Illinois, memory going back to many attempts to overawe and

able demands is, after all, like forcing one to arbitrate with a footpad as to whether he shall have all or take half of one's valuables, yet any kind of arbitration is better than being slugged or sandbagged. But here, as given in the Daily Illinois State Register, of Springfield, December 10, is

THE DECISION:

The State Board of Arbitration handed down its decision yesterday in the case of the application of the employees of the book and job printing-offices of Springfield for a full ten-hour day wage for nine hours' work.

Last spring the employees asked for a nine-hour day at nine-hours' pay, which was granted by the employers. In October the printers asked for an advance of wages to ten hours' pay for a nine-hour day. The employers demurred on the ground that it was more than offices in other and competing cities in Illinois were paying, and more, therefore, than they could afford and compete with their prices for work, but the proprietors offered to raise the wages of the employees to \$14 a week, which was 25 cents more than the nine-hour pay, and the ten-hour rate of \$15 per week. The printers declined this proposition and asked that the matter be referred to the State Board of Arbitration for its decision. The employers assented, and it was agreed that the decision of the State Board should be accepted and acquiesced in. The petition for arbitration was filed with the Board on November 18 and the case was heard on November 27. The decision (which we print herewith) it will be seen sustains the employers in their declining to advance the scale to ten hours' pay for nine hours' work.

Practically every member of the Springfield Typographical Union joined in the petition for arbitration and every employing printer in the city assented to the reference of the matter in dispute to the State Board of Arbitration. The Board's decision is as follows:

In this case the Board is requested to adjust the differences existing between the employers and their employees with reference to the "book and job scale" in the printing-offices of Springfield. The employees demanded an increase of wages as follows:

Foreman, from \$16.50 to \$18 per week.

Assistant foreman, from \$14.65 to \$16 per week.

Compositors, from \$13.75 to \$15 per week.

During the past year a nine-hour day has been in force in Springfield and a readjustment of wages is demanded upon that basis.

The chief point of controversy appears to be with reference to the compositors' scale. With a reduction of hours from ten to nine in November, 1898, there was a corresponding reduction in wages. The demand of the compositors is practically a restoration of former wages without a restoration of former hours.

In this case, as in every other involving the question of wages, the Board would be pleased, if circumstances permitted, to grant the increase demanded; but the question of practicability is necessarily and manifestly of controlling importance. Can the employers pay the proposed increase and continue to do business without eliminating all margin of profit? If they can not, the folly of a decision by this Board granting the advance demanded must be apparent to all. No person or corporation can be rightfully expected to engage in business without securing a reasonable profit therefrom.

The evidence clearly shows that the local demand for book and job printing falls far short of being sufficient to support the half dozen book and job offices of considerable size now doing business in Springfield. Each of these offices has been built up largely by the temporary expansion of business due to the State printing contract; but, after having lost the State contract, each office has found its facilities much greater than were necessary to meet the ordinary requirements of local patronage. The result has been not only local competition so keen as to render the

business of some of the offices practically without profit, but also to force the several offices to seek a considerable amount of business elsewhere than at Springfield. Their competitors, therefore, are to be found at Bloomington, Decatur, Danville, and other Illinois cities. If the employing printers of Springfield were required to pay wages materially higher than the wages paid by their competitors in other cities, they would manifestly be placed at a serious disadvantage.

At only two Illinois cities, with the exception of Chicago, is the compositors' scale in book and job offices higher than the scale paid at Springfield during the past year. These cities are Peoria and Quincy. At Peoria the scale is \$16.20 per week; but this price appears to have been assented to at a time when, owing to the fact of the location of the headquarters of three important brotherhoods at Peoria, the employing printers found it to their advantage to yield absolutely to the demands of the compositors. It was shown also that the employing printers there have found the scale too high and contemplate an attempt to secure a reduction. At Quincy the scale is \$14 per week.

The following shows the compositors' wage-scale, based on a nine-hour day, at eleven cities in Illinois, Indiana, and Iowa, having a population approximating that of Springfield: Terre Haute, Ind., \$12; LaFayette, Ind., \$14; Burlington, Ia., \$12.60; Davenport, Ia., \$13.50; Joliet, Ill., \$12; Rockford, Ill., \$12; Danville, Ill., \$12; Decatur, Ill., \$12.42; Bloomington, Ill., \$13.18; Quincy, Ill., \$14; Peoria, Ill., \$16.20.

It will be seen that, even including Peoria, where the scale is unusually high, the average for the eleven cities named is only \$13.08 per week.

We are of the opinion that the employing printers of Springfield can not profitably pay their compositors in the book and job departments more than \$14 per week, on the basis of a nine-hour day. Nor does anything appear to justify an increase in the wages of foremen and assistant foremen. It is therefore adjudged:

1. That the scale for foremen and assistant foremen in the book and job offices of Springfield remain the same as during the year ending November 21, 1899.

2. That the compositors in the book and job offices of Springfield shall be paid \$14 per week, consisting of fifty-four hours.

The Board is farther requested to act in a conciliatory capacity with respect to the newspaper scale, the book and job machine scale, the machine newspaper scale, and the machine tenders' scale, which have been mutually agreed upon by the parties to the arbitration. The only function which the Board has to perform with respect to these matters is to affirm the several scales thus mutually agreed upon, and this is accordingly done.

H. R. CALEF, *Chairman*,
W. S. FORMAN,
DANIEL F. KEEFE,
State Board of Arbitration.

J. M'CAN DAVIS, *Secretary.*

A HIT OR MISS WAY.

Advertisers look to circulation. That's what they pay for. The size of the audience is the criterion as to whether an advertisement in a paper is worth more than a handbill.—Greenville (Ill.) Sun.

* * *

The trouble with advertising has been that many men have never gone at it except in a hit or miss way, with the chances strongly in favor of the miss as against the hit.—North Adams (Mass.) Herald.

THE CINCINNATI TYPOTHETÆ.

ITS HISTORY AND ACHIEVEMENT AS AN ORGANIZATION.

The printer's trade in Cincinnati has always been an important one. It was the first Western city which became noticeable in this connection, and is now only surpassed in the quantity of work executed, by New York, Philadelphia, Boston and Chicago, and its quality is most excellent. Originally a military post, begun in 1788, the printing press was put in operation in 1793, before hostilities with the Indians had ceased. It was then the frontier town of American civilization. In 1820 a type-foundry was begun, so great was the demand for type, and since, everything which relates to the art has been there manufactured.

ing printers of Cincinnati that they must meet this demand with counter organizations.

On October 12, 1887, a meeting was held at the office of the A. H. Pugh Printing Company, at which the following firms were represented:

The A. H. Pugh Printing Company, C. J. Krehbiel & Co.; C. Souer & Co., Spencer & Craig Printing Works, Russel & Morgan Co., Sullivan Printing Company, Keating & Co., Ohio Valley Printing Company, C. F. Bradley & Co. and Wm. A. Webb & Sons.

It was unanimously agreed at this meeting that the demand of the International Typographical Union for a shorter day be resisted at all hazards, and that Cincinnati ought to be represented at the convention of the employing printers of the United States called to meet in Chicago,



Band Stand, Cincinnati Zoological Gardens.

Its railroad, label, show and school-book printing has been great, and it is the center of the Western paper manufacturing district.

As a consequence there are hundreds of firms in Cincinnati who are bound up with various relations with type, and the employing printers are thoroughly instructed in their calling.

In 1887 the passage of a resolution by the International Typographical Union, that the nine-hour work day must go into operation November, 1887, convinced the employ-

October 18, 1887, to discuss the question of the formation of a national association. O. A. Russel and A. H. Pugh were selected as delegates to represent Cincinnati.

The result of the deliberations of this meeting of master printers in Chicago was the birth of the United Typothetæ of America, at whose last annual convention were represented twenty-four cities of the United States and Canada.

On October 25, 1887, a second meeting was held at which twenty firms were represented. Messrs. Russel and Pugh

made a report of the proceedings and actions of the convention, and it was unanimously agreed that a Typothetae should be formed under the preamble of a constitution reported by a committee consisting of William A. Webb, R. J. Morgan and C. J. Krehbiel. A nominating committee was appointed, which reported the following gentlemen for office: A. H. Pugh, President; A. McDonald and C. J. Krehbiel, Vice-Presidents; E. A. Bradley, Secretary, and R. L. Morris, Treasurer.

The preliminary work of forming and organizing the Cincinnati Typothetae having been thus speedily and harmoniously perfected, the advantages of organization soon became apparent. The Employers became better acquainted and soon discovered that the experience of the various members recited at the meetings from time to time served as a beacon for others to avoid falling into the same pits, and best of all, since the day of its organization peace and harmony have reigned between employer and employee. The nine-hour day movement that cost so much in time and money in other cities, did not materialize in Cincinnati.

In the seven years of the existence of the Cincinnati Typothetae, many questions of vital importance to the trade have been brought forward and disposed of in a more or less intelligent and satisfactory manner.

Once a month at some hotel, over the toothsome steak and a cup of coffee, an experience meeting is held, and the deliberations and free interchange of views of the different members, is productive of much good, and each participant retires feeling thankful that the actions of the trades unions, fraught with evil to both the employer and the employed, were the instrument that so fortunately cemented the business and social relations of the employing printers.

The question of paramount interest to the craft everywhere, and one which apparently remains as far from a satisfactory solution as ever, is the cost of doing business. The difficulties in the way of a full understanding of the subject appear almost insurmountable and are aggravated by the fact that the number of those engaged in the business is constantly augmented by beginners. Recognizing the difficulty as one that is likely to continue, the Cincinnati Typothetae did what it could toward educating these neophytes, and probably the most elaborate treatise on cost that has been given the craft, has been the work of one of its committees.

The apprentice has received attention at its hands, and as a result some of the printing establishments have now in use, a form of apprenticeship directly in line with the laws of Ohio, which appears to work admirably. Directly growing out of the consideration of the subject was a protracted discussion of the possibility of establishing in Cincinnati a trade school for the apprentice, but the project was finally abandoned, not from lack of interest, but from a conviction that no scheme of the kind could prove successful unless backed by an endowment of goodly proportions.

Probably no stronger protest against that evil practice of press-manufacturers and type-foundries of "setting-up" men in business who are without the capital necessary to purchase their plants, was ever formulated and sent out as a personal appeal to all offenders, than that issued by the Cincinnati Typothetae. It was done quietly without publication, and it is apparent that this attempt to regulate unfair business methods has had some effect and should be an incentive to a renewal of effort in the same line.

At one time it was thought desirable to have a scale of prices to guide employers in the making of bids, but it was discovered that the scheme was impracticable and a detriment to such members as honestly attempted to be guided by it.

An earnest attempt was made to mitigate in some degree the evils of competition by formulating a code of ethics and rule of practice to govern members in making bids on work. The Typothetae considered this matter for a long time in connection with those who were not members, but without any success. The code of ethics, however, has found a better definition in the minds of those who labored and wrestled with it.

Numberless other things has the Cincinnati Typothetae considered from time to time, among which may be mentioned a uniform estimate blank for trade usages, insurance, and a card of recommendation for employees. Papers of value and interest to the trade have been read, and some of them were given a wide circulation by trade journals, and have found general commendation and acceptance.

That the Cincinnati Typothetae is an assured success was evidenced by the manner in which the national convention was entertained by it in the fall of 1891. It points with pride to the fact that every dollar expended in the entertainment of its guests, numbering more than 200, was contributed by the members, active and honorary, of the local society.

The reception by the President, the dinner, the ride to Lexington, Ky., over the famous Cincinnati Southern R. R. that was built by the City of Cincinnati, and the reception at the former home of Henry Clay, by Col. McDowell, will long be pleasantly remembered by all.

Cincinnati has always sent strong and sensible delegations to the meetings of the United Typothetae.

O. A. Russel was elected first Treasurer and was relieved by Chas. Buss. A. N. Pugh was the fifth President, and entered upon his work with both zeal and judgment. He lent all his influence and ability to the Pittsburg employers in their arduous position.

In September, 1896, W. B. Carpenter, of Cincinnati, Ohio, was elected Treasurer to succeed Mr. Buss. In 1897 Mr. Carpenter found he was so bashful and modest that he thought it would not be right for Cincinnati to hold the Treasury forever, and he declined the nomination. Since that time there have been no national officers from the Cincinnati Typothetae, but there have been several members on important committees—one of them R. J. Morgan, on the committee that met at Syracuse, N. Y., in the fall of 1897.

The membership in the Cincinnati Typothetae at present is 44; all in active membership. The monthly meetings are well attended, and the annual Franklin banquet always draws a crowd.

PRINTING MATTERS IN NEW YORK AND ST. LOUIS.

From Geyer's Stationer, New York City.

The journeymen printers of New York have recently equipped a commodious four-story and basement building, 105 East 23rd Street, as a Printers' Club House. It has in view the intellectual and social advancement of members of the printing and allied trades. The club was organized over a year ago. Its present home is large and imposing and will compare favorably with the New York Typothetae headquarters in the Dowling Building on Fulton Street. The basement, one hundred feet deep, will be fitted up with bowling alleys and wheelmen accommodations. The front room on the first floor is the parlor or reception room. Back of this is a pool room with two excellent tables. Then comes the reading room, where, besides a library, will be found on the tables current magazines and newspapers,

particularly those of interest to printers. It is the intention of the board of directors to collect a technical library, the same as the New York Typothetae now has, on matters relating to printing. The second floor will be occupied by the club offices and a large lecture room, where club meetings, entertainments, public discussions, etc., will be held. President Gortnet recently said: "Some of the ablest exponents of economic thought and many of the best known printers in the country will be heard here this winter." The two upper floors in the building are fitted up as comfortable bachelor apartments for members who desire to make the club house their home.

* * *

The last number of the National Printer-Publisher, Chicago, devotes several pages to the stationery and printing

Committee of the National Editorial Association of the United States and determine upon a program for their next convention to be held in New Orleans next spring. The writer has been on two occasions a delegate from the United Typothetae to that body, and knows the association to be composed of the most distinguished gentlemen in the profession.

* * *

It is hoped that the New York Typothetae will soon take steps to send a delegation to the Fifth Centenary of Gutenberg's birthday, the discoverer of the use of movable type, which will take place at the historical town of Mayence, on the Rhine in June. It is already attracting much attention from the printing and intellectual world. It will be under the patronage of the Grand Duke of Hesse. It is



Art Museum and Art School, Eden Park, Cincinnati.

interests of St. Louis, including illustrations of many prominent places of that progressive city. Without disparagement to other publications, B. B. Herbert, editor, gives the world the very best journal in his particular line. His genial pen seems to permeate every department from soliciting advertising matter up to writing editorials. He reports and takes part in all the Editorial and Typothetae conventions held in the country, and is one of the most popular and respected printer-journalists in the land. The occasion for his visit to St. Louis was to meet the Executive

hoped that America will send its best men to honor the memory of him who has been instrumental in conferring more blessings on humanity than any other inventor that ever lived. In connection with the event it is proposed to hold a grand exhibition of everything connected with the "Art Preservative of all Arts." The exhibit will be divided into three sections. The Historical Section will comprise productions of the art of printing of all times. The Graphic Section will give a display as comprehensive as possible of the productions of the graphic arts. The Machine Section

will show the machinery and implements for printing. In connection with the exhibition a Gutenberg Museum will be founded. Some years ago the writer had the privilege of visiting Mayence and examining many instructive reminiscences of early printing. Although America leads the world to-day in many departments of printing, yet is it to the older countries we must look for much that is historical and instructive. It is the intention of the writer to participate in the Gutenberg ceremonies while visiting the Paris exhibition on business connected with stationery and printing.

* * *

We beg leave to acknowledge the receipt of the official proceedings of the United Typothetae of America, in book form, at its Thirteenth Annual Meeting, held in New Haven, Conn., September 13 to 15. It was received in New York early last week. Owing to pressure from the technical press it has been given to the printers of the country in a shorter time, after adjournment, than ever before. It was edited and compiled by J. Stearns Cushing, Secretary United Typothetae of America, Norwood, Mass., who has proved a creditable and efficient officer.

* * *

With the close of the old year the writer returns thanks for favors extended during the past four years in New York.

ANOTHER POSTAL INEQUALITY.

There are said to be over twenty thousand men and women in the United States outside of editors and regular employes on newspapers, who seek to live by writing or authorship. All their copy or manuscripts are regarded, by the Post Office Department, the same as personal correspondence or business letters. The members of the Society of American Authors rightly think that some consideration ought to be given to copy before printing as well as to papers, magazines and books, or their copy, after printing. The author is generally much less able to bear burdens than is the publisher, and yet the writers represent to a great degree the intellectuality, the educational force, and the mental activity that have placed this country at the front in literature and learning. The pay of the writer is uncertain and as a rule not commensurate with the necessary preparation, training and work. The same reasons of public policy as to advancing general intelligence seem to prevail with regard to literary productions in manuscript as to newspapers. It is not likely that the privilege of special postal rates to writers would be greatly abused. The "Bulletin," the official paper of the society named, says:

Viewed from without the item of postage may appear a minor matter. Viewed, however, from within it is one of the major burdens of the writer. Frequently manuscripts, whether long or short, have to traverse the anxious way, back and forth, many times before they find a resting place in the printed page. In every case the burden of sending and securing a return is on the author. When, however, the article is accepted and the publisher returns it for proof-reading, it can travel for one quarter the rate of postage borne by the unaccepted manuscript.

The Society of American Authors asks from the editors of the country, not merely a mention of the approaching endeavor in Congress, but expressed editorial approval of the effort, if such can be conscientiously given. To have full effect this editorial should be sent marked to the congressmen and the senators from the state in which it appears, and the Society would be additionally honored if a copy could be sent to its rooms at 71 Broadway, New York.



About Advertising.

By Charles Austin Bates, New York.

Communications to this Department are solicited. Questions will be answered and criticism made on advertising matters.

I am in receipt of the following communication from a young business man in Kentucky:

"I am going to offer you a suggestion. Maybe it will be worth something to you. If so, you are perfectly welcome.

"In reading the ads of the Grand Union Hotel, I have never seen one appealing to a young couple on their wedding tour. For instance, I am a young man who has attended very closely to business. I have not been inside of a hotel more than four or five times. I am going to get married in a few months. I think we shall visit New York. I don't know the first thing about how to conduct myself in a hotel. I can get along all right alone, but with a wife—that's another question. I wouldn't like to go to a hotel and make a goose of myself, yet I do not feel like confessing my ignorance to any of my friends.

"My idea is this: Write one of your ads appealing especially to bridal couples. Bring out the advantages of your hotel from their standpoint. Invite them to send for booklet. In this book meet them at the front door; take them up to the desk and help them to register. Take them into the dining-room. Show them how to order a dinner from one of those bewildering menu cards. Tell them what the prices are—for two; when they are expected to pay up; whether the rates are any different by the day and week, and, in fact, tell them everything.

"Hoping that the above may be of some use to you, and that through it I may find how to act when the time arrives, I remain,

Yours, very truly, ———"

* * *

This isn't a bad idea, by any means. If I have any influence with the Grand Union Hotel they will get out a book especially for young couples on their wedding tours.

However, for a young man who is going to get married in a few months, I think my correspondent thinks too much about other people and what other people think, and too little about himself and his own happiness. When a young man has married the maiden of his choice he ought to be so consumed, enveloped, and wrapped up in his own happiness that he won't care a continental what people think about him, or about the price of the dinner, or whether he has a dinner or not. Anyway, the best thing for a young man to do when he doesn't know about a thing is to ask. That's what my correspondent does. In response, my advice is that he keep right on asking, and not care a copper what other people think. When I go to a hotel and there is something about it that I don't understand, I ask about it. I ask the first flunkey that I meet. That's what the flunkey's there for—to answer questions. If he doesn't answer my questions civilly, I don't waste any time registering a great big kick with the proprietor of the hotel. The fact that I am a "jay from Indiana" or a "yahoo from Arkansas" doesn't make any difference to any employee of that hotel. I am paying good, hard cash to the proprietor, and the fact that I'm a "hayseed" isn't anybody's business but my own.

I am sure that if my correspondent takes his bride to the Grand Union Hotel he will be treated with every

courtesy. He will find that every employee there is there for the purpose of answering his questions. When he goes to the dining-room, if a portion of the menu card is insufficient for two, I am pretty sure that the waiter will so advise him. The better the hotel, the more courteous the employees. If a man wants to find genuine discourtesy and a disposition to look upon him as a greenhorn, he wants to go to some third-rate hotel in a little country town. People in big cities are too much occupied with the serious business of life to care much whether a man wears his trousers in his boots or hayseed in his hair.

When you don't know anything, "Ask a policeman," or the first man you meet.

* * *

A great deal is said and written nowadays about the commercial wonders accomplished by advertisers.

The fact is that as much of the success attendant upon advertising is due to the influence exerted upon the advertisement reader.

The business man who advertises, in his search for favorable points in his business to announce, soon gets into the habit of increasing the number of these favorable points. He becomes more courteous and accommodating to his customers. He learns to give them just as much for just as little money as he can. He gets into the habit of studying his customers' interests as well as his own. He unconsciously gets into the way of doing this in the little things as well as in the big.

This—the self-educating effect—is one reason why advertising pays.

* * *

Most of the advertising blotters sent out don't blot—at least not in the way they are intended to blot. They are supposed to absorb the superfluous ink from the paper. Nine out of ten of them simply distribute that ink over a larger territory of the paper. They don't absorb an atom of it.

When you are going to send out blotters be very particular about the quality of the stock you use, so that the recipient will not have reason to swear at you for spoiling his manuscript. Provocating profanity is not likely to be profitable advertising.

* * *

I wish to assert just as strongly as possible that any good business or good article can be successfully advertised—that a good, strong, clear statement of fact about a good article, placed in a medium that reaches people, will bring results promptly and surely—and the advertisement writer or the advertisement agent, who does not believe this, and can not do it, has no business to be in his business.

CUTTINGS FROM THE SCHEMER.

Make your ads short, concise and right to the point.

Handle articles the people want. The best advertisements will not induce them to buy what they don't want.

Study the ads of your competitors; they will enable you to improve your own; also make a note of the mediums they use; it will greatly assist you when placing your ads.

If your capital be limited, use advertising space accordingly. It is more profitable to use small space and have your ads appear often than to use large space and have your ad appear a few times.

Advertise the right thing at the right time, in the right way, in the right medium, at the right price, and people will write out their orders addressed to you, and I will guarantee that you will do a right good business.

A VETERAN AMONG INK MANUFACTURERS.

DEATH OF MR. JOHN RYCHEN.

The death of Mr. John Rychen, on December 28, 1899, came as a great shock to his numerous friends throughout the country.

Forty years is a long time to be in one line of manufacturing, yet these are the years numbered by Mr. John Rychen, of Cincinnati, in the manufacture of printers' inks. He commenced business as a varnishmaker, but his attention was soon called to the then great need for improvement



THE LATE JOHN RYCHEN.

in printing inks. He began experimenting and, after months of study and patient labor, produced an article vastly superior to anything in the line then on the market. The first batch that came up to his ideal was ground in a hand-mill, and he carried it in an old paint bucket to the office of the Troy, N. Y., Times. It gave the highest satisfaction. The business grew, and in two years was moved to Cincinnati, Ohio. This was in 1862, and in 1877 the now world-famous Queen City Printing Ink Company of Cincinnati, Ohio, was formed, of which Mr. John Rychen has been the able President and General Manager for nearly a quarter of a century. He has ever been a zealous worker in the development and production of the best inks and in the promoting of the sale of the same. Though past the allotted span of human life of three score and ten years, he has continued active, not only superintending, in a general way, the manufacturing, but traveling to the leading cities of the country and keeping a supervision over the branch houses in New York and Chicago.

The circle of his business acquaintances is large, and there is scarcely a printer in the United States that did

not know him. All admired him for his honesty, integrity and upright business dealings.

He lived in a beautiful country place in Wyoming, Ohio, a suburb of Cincinnati.

The Queen City Company are the only manufacturers of the celebrated "H. D." book and half-tone cut inks that are so well known to every printing office in the United States and Canada.

About thirteen years ago Mr. Rychen saw a good field for the Queen City inks in Chicago, and taking advantage of the conditions opened a branch office in that city where a full line of inks could be secured. This being one of the first stocks carried in Chicago by out-of-town manufacturers, the Chicago printing fraternity was quick to recognize the convenience, and the experiment proved conclusively that Mr. Rychen's judgment was sound. The Chicago branch, from a small beginning, has year by year expanded, until at the present day it carries one of the most complete stocks of printing inks and varnishes in the West in the spacious store, at 345 Dearborn street.

AMONG THE TYPOTHETÆ AND EDITORIAL ASSOCIATIONS.

"Uniform Rates" was the topic to be discussed at the monthly meeting of the Connecticut Typothetæ. Rates will never be exactly uniform unless the same man does both the buying and the estimating, yet there can be a uniformity on certain standard articles and all can learn how to ascertain, very nearly, the cost of work, material and incidentals and what should be a fair margin above actual cost to cover wear and tear, interest, insurance, collections, rent and the expenses of management, general superintending, bookkeeping, soliciting and estimating, and still leave a reasonable margin as profit. Some will buy closer than others, will use more skill in handling work so as to have its cost at the minimum while its quality is at the maximum, hence figures must of necessity always vary, but that variance will not amount to business slugging and cut-throat competition, if printers understand and prize their calling and their fellow craftsmen.

The Missouri Press Association is to meet at St. Louis, February 8 and 9, and proposes to wrestle with the trusts. The editors, being accustomed to search out all the facts relating to the darkest crimes in order to make the record complete, ought to be able to discover the roosting place of the genuine birds of ill omen called the trusts. So far these have been hard to catch. Like the ague in the early days of Ohio and Indiana, the trusts are right over in the next neighborhood. We judge that there has been more oppression in the abuse of great wealth by greed of purse-burdened individuals than by combinations. Yet any combination in the interest of extortion should be crushed out. There can be no such a thing as a monopoly in a free country. When any man or class of men obtain special rights or privileges, the right and power to control any article of commerce or manufacture, to the exclusion of the right or privilege of all, or any others than freedom, is lost and plutocracy or monarchy has assumed the control of government. But it does not follow that raising prices of products prove the existence of monopoly, nor that such rise in prices is hurtful. Many branches of business have been conducted at a loss, but if any one is found practicing extortion, viz., a Rockereller, Hanna, Cochran, or Jones—such an one should be prosecuted. Combinations or corporations should be formed among consumers to produce the products, that are held at extortionate prices, at reasonable, honest prices, or to find substi-

tutes for these products. Our idea is that patents in the hands of wealthy manufacturers have been the only real and most hurtful monopolies in this country, and yet these have been limited as to time, and where a too high price has been put on a patented article some other inventor has found a way to do the same thing just as well or a little better. If paper dealers or manufacturers have put up prices beyond what is reasonable the shortest way will be to establish co-operative paper mills. Here our only difficulty lies in the wealthy operators buying up all the water powers. There should be some way to prevent new inventors selling out inventions to rich manufacturers, to be put out of the way. Any invention that is not used within two years after the granting of a patent should be open to be used by any citizen, unless it can be shown that the patentee is making arrangements as rapidly as possible for its use in a competing field to patents already existing. A mill once built should never be permitted to be closed so long as anyone can be found willing to operate it and pay reasonable rental for its use. No one should be permitted to hold a water power and prevent its use, merely in the interest of limiting production and keeping up prices. The same might be said of all needed sunlight, water, air, mines, forests and lands, alike the free gifts of Heaven. The time is coming, too, when the man who uses his superior learning, shrewdness, ability, wealth, political influence or knowledge of state secrets to crush out others will be deemed a felon and be rightly hounded to a prison cell, instead of being allowed to dictate the business of the country, the policy and nominees of parties, or to corrupt and rule legislatures, courts, senates and presidents. But, boys, do not waste giant powder shooting at scarecrows or straw men, or imaginary, indefinable ever vanishing so-called "monopolies." The world has been kept in sin and ignorance through the ages by being fooled into fighting a very real but never present devil instead of fighting out the pride, jealousy, lust, hate, greed, selfishness, deceit and passion of human hearts and the stupidity of human minds. Every man who stands selfishly or greedily in the way of another's rightful opportunity is a "whole trust," all in himself, and should be smote hip and thigh.

This meeting promises to be exceedingly instructive and interesting. Captain Henry King, of the Globe-Democrat; Mr. Joseph Graham, of the Republic, and Ex-Gov. David R. Francis are on the list to address the convention. Members of the association have been selected to read papers on matters of practical interest to the newspaper men of Missouri. The talk was that the summer meeting of the association will be held in St. Louis some time in August and an excursion taken, the itinerary of which embraces a visit to Niagara Falls and a trip taken down the St. Lawrence river to Quebec. It is proposed to discuss measures for relief from the grip of the trusts which are now pinching newspaper men fearfully. This evil is coming home to us, and we want to beat it if we can.

PRINTERS DISCUSS IMPORTANT LAWS.

The Typographical Union met Sunday afternoon in adjourned session, the special order of the meeting being the discussion of twenty amendments to the laws of the International Typographical Union, to be voted on in the different printing offices under the "chapel," or referendum system.

The most important of these laws to the printers is one providing that each of the 40,000 union printers in the United States shall pay 10 cents additional dues per month

to establish a defense fund of \$100,000, which would take about two years. This is to be a permanent defense fund, and the money is to be invested in United States bonds, the interest on which is to be used as a minor defense fund.

Besides the permanent defense fund, the question of empowering the executive council to levy an assessment of 50 cents per member whenever the emergency defense fund falls below \$20,000, was also ordered to a referendum vote.

The question of establishing a five-day law, providing that no member of the union shall work more than five days in one week if a substitute can be obtained, was also presented from the International Union. If this proposition is approved by a majority of the union printers in the United States, it will require ratification by the next international convention before it becomes a law.

It is not thought, however, that the five-day law will receive a majority vote.

Another amendment to the laws of the union expressly stipulates that women printers, as well as men, shall be eligible as delegates to the conventions of the union. The union has for several years had a law which demands that women shall receive equal pay with men in union printing offices, and this law is continued in force.

During the meeting the committee recently appointed to secure a banner for the union, to be used in Labor Day parades and on similar occasions, presented, through Mr. Herman Agricola, the banner to the union. Mr. Agricola, in a few appropriate remarks, congratulated the union on its enterprise in preparing for the next Labor Day celebration, and said that the Typographical Union now had the most magnificent banner ever owned by a labor organization in Atlanta.

The banner is a handsome one, made of silk, the front side of which is solid red, with the words, "Atlanta Typographical Union No. 48," in gold gothic letters, with a waving American flag, under which is the seal of the union, in the center.

At the bottom is shown, to good advantage, the label of the Allied Printing Trades Council.

The reverse side, or back of the banner, is in two colors, blue and gold. On the blue portion is an old-style type case, with the date, 1864, and on the gold part is a Mergenthaler linotype, 1900, showing the contrast between printing in the years 1864 and 1900. The printers were well pleased with their beautiful banner, and with the equally attractive uniforms and badges which they have decided to get, will make as good, if not the best, appearance of any union in the next Labor Day parade. The banner committee consisted of Messrs. S. M. White, Herman Agricola and G. W. Purdie.

"RATTED" ROT.

Indianapolis, Ind., Dec. 25.—President S. B. Donnelly and Secretary J. H. Bramwood of the International Typographical Union to-day returned from a meeting of the executive council of the union in Pittsburg.

"We found that the Pittsburg publishers refused to meet with us or in any way recognize our council," said President Donnelly. "We have as a result 'ratted' the International Association of Machinists and will have nothing more to do with them, either through arbitration or in any other way. The fight in Pittsburg will be fought to a finish. Our council members left there and placed First Vice-President J. M. Lynch in charge of the strike. He will fight it out."

Secretary Bramwood, in speaking of the resolution

passed by the American Federation of Labor at Detroit in providing for a committee of nine to investigate and report on the differences between the typographical union and the machinists, said:

"The first resolution offered provided for a transfer from the typographical union of all machine tenders who are members; also all members of the typesetters' machine engineers of the International Association of Machinists to get all of the transferred members. This was defective and the resolution providing for the committee was substituted.

"The typographical executive council cannot appoint such a committee without a vote. This would take four months. The committee will not be appointed at all—at least, I think this way.

"The stereotypers in Pittsburg were called out, but would not strike. The pressmen are not organized, hence were not called out. We have 'ratted' the stereotypers as well as the machinists at Pittsburg. The machinists have violated the strongest principle of trade unionism in operating machines and teaching others to do so. At Detroit we had a representation of 31,000 members; the machinists were 12,000 strong. There are about 200,000 machinists in this country, but representation is based on fully paid dues in the various organizations represented."

PRINTERS PASSING AWAY.

(From the Kansas City Star.)

It would appear that the sort of printing first discovered and understood is to disappear, that art not being the making of impressions on paper, but the use of movable types. That was the process that Faust, Gutenberg, and the rest discovered, and when there are no longer types to set then there will no longer be any printing in its original sense, nor for that matter any printer.

The day draws near. The machines—as all of the different contrivances that do the work that printers formerly did are called—increase in perfection. They do most of the labor now in what were composing rooms, and before long they will do it all. Then we shall have a new art and a new artisan.

It will not be the first time something of the kind has happened. Whole trades and their implements have disappeared. How long is it since you have seen a man in a field of grain with a sickle or even a cradle? There was such a man once, and he was called a reaper. He cut the grain before and after Boaz for thousands of years backward and forward; then he disappeared. When the word reaper is used now it is applied not to a man, but to a machine. So the word printer will be applied some day. And then, too, where is Humphrey with his flail? Gone to the goodly land. Humphrey no longer wields a flail. He is now called a thrasher. He is one of a small party that runs a thrashing machine. The printer will go where the human reapers and thrashers have gone.

With the passing of the art of printing and the artist will disappear a very ancient calling, and one that retained its original features from antiquity till yesterday. Scarcely any other of the middle-age arts has so kept its first nomenclature. Caxton, the first English printer, set up his office in a chapel of Westminster abbey, and a certain meeting of printers is called to this day a chapel. Many other names and customs are as old. Many things in connection with the art of printing—for example, presses—changed through the ages, but the arrangement of movable types was carried on in exactly the same manner as at first until a recent period, when came the machine. Now we shall have a new

language, for a new art, and the talk of printers for 400 years will be heard no more than the phraseology of the old-time alchemists and astrologists, whose occupation has gone.

A SOUTHERN EDITOR.

Mr. Varner, editor of the Davidson Dispatch, at Lexington, North Carolina, will be remembered as the representative at the Portland convention from his State to the fourteenth convention of the National Editorial Association. North Carolina is a good ways from Portland, but



H. B. VARNER.

there will be no such excuse this year, and it is hoped that every one of the more Southeastern States will be represented at New Orleans. Virginia, North Carolina, Georgia, Florida, South Carolina, Kentucky and Tennessee should come to the front to make up for what was lost through the small representation on one of the grandest trips ever enjoyed by the delegates to any meeting of an association ever held on the American continent; besides, they will have the reputation of their States and of the Southeast to retrieve and maintain.

Mr. Varner has the leading local paper in his State, with a circulation of over three thousand eight hundred copies per week. He promises to be present at the fifteenth convention with a large delegation. He is twenty-nine years of age and unmarried; if, however, he has any ulterior designs on any of the beautiful girls of Mississippi or Louisiana, we have not been informed of the fact, but will vouch that whatever may be his designs, they will prove honorable. He is the executive committee member for his State and also a member of the Legislative Com-

mittee of the National Editorial Association. He has been active in politics, is chairman of the County Executive Committee of his party and has also served as a member of the State Executive Committee of the Democratic party of North Carolina.

SECOND-CLASS LIVES AND FIRST-CLASS FUNERALS.

(A paper read before the Chicago Trade Press Association on December 29, by the Editor of Hide and Leather.)

Soon after I accepted the invitation of our genial secretary to speak to you I was tempted of the evil one. A subtle and selfish suggestion entered my mind.

I said to myself, "Instead of reading a paper of the orthodox and customary kind, I will preach a sermon. This will be followed by a howl of resentment and cause my being inevitably and permanently placed on the retired list of speakers, and thus compelled to spend all my future time at these meetings in ease and indolence."

The verse of my sermon is entitled "Second-Class Lives and First-Class Funerals." It is taken from the book of life, with special reference to aspiring and industrious journalists, whose zeal outruns their discretion.

Gentlemen, it must be conceded that it is difficult to get first-class products or results from second-class materials or methods.

It is difficult if not impossible for journalists to do first-class work if they lead second-class lives.

The profession of journalism is arduous and exacting. Publishers and editors, if ambitious to win enduring reputation, must give the best that is in them to their readers. To do this they must be continually absorbing the best that is out of them and around them, and if they avoid or neglect this duty will remain groundlings all their life.

The work of the journalist is exposed to the full glare of publicity and criticism. I sometimes think journalists are expected to know more about everything than most people know about anything. "Old Subscriber," "Constant Reader" and "Pro bono publico" are ever alert and watchful.

To keep the halo of the editorial "we" from wabbling, journalists should strive to remain fresh, buoyant and receptive; in other words, they must lead first-class lives.

And how do I define the first-class life?

It is not a question of riches or rude health. The first-class life is that which is quiet, peaceful, contented and unostentatious. Moderate in everything, open and receptive to the glory and ever-changing beauty of nature, to the beneficent influence of good literature, the pleasures of music and the society of refined, congenial and educated people. The first-class life takes pleasure in little things, because great pleasures are rare.

The first-class man, by cultivating self-control and philosophy of mind, becomes strong in his strength and wise in his wisdom. The form of religion adopted is immaterial, so long as it does not interfere with one's general good conduct. Above all, the first-class man regards bodily exercise as a prime adjunct to mental exercise. He is well aware that nerve-spending at work must be balanced by nerve-mending at play. He should learn to love games such as golf, riding a horse or a wheel, or tramping across the country, either with or without a gun.

Fresh air, sunshine and ample rest are absolutely necessary, besides mental cultivation, for the production of first-class journalism. And it would be better for the reading public if journalists were compelled to live in country homes instead of amid city noise and distraction, where there is less opportunity for mental and physical rest and

reflection. The first-class man does not neglect everything for business, but is careful that he and those near him in any way lead first-class lives.

And what about the second-class life? Thomas Carlyle must have noticed the large number of people leading second-class lives when he stated that the population of England was 30,000,000—mostly fools. I sometimes think the Recording Angel wonders if the variety of fools that are hauled before him every day will ever end. A short time ago this letter appeared in a prominent daily paper:

THE FATAL AGE.

Vice-President Hobart was just 55, the fatal age for business men, as is shown by the records of the different exchanges and other mortality statistics. Lawyers and clergymen live to a much greater age, but physicians and business men as a rule die in their

He was a busy man, and it is not unlikely that amid his ocean of gold he neglected his health. Probably he had "no time." He has time to burn now, but we refuse to think that this is his fate.

The second-class man lives under perpetual delusion. He dreams of future rest and rational living, and dies dreaming. His passion for wealth or reputation smothers what self-control he may have had. He goes through life handcuffed to the dollars, and it is small consolation to know that their chief function in the end will be to pay for a first-class funeral for him.

We cannot buy new nerves, lungs, liver or digestive organs, or happiness, love of nature and animals, and that sweet serenity that mellows the declining years of a well-ordered life. The man whose journal or business is his



Garfield Statue, Eighth and Race Streets, Cincinnati.

prime. The explanation is not far to seek; hurry, worry, irregular meals and lack of exercise cause many men to break down early who, with more regard to hygienic rules, might have survived to be three score and ten. Let this be a warning to others.

A bright young member of the Republican party died a few weeks ago in Chicago. One of the obituary notices stated that he was cultured and brainy and that he led the hurried life of an American gentleman and burned out at 30 years of age.

Mr. Vanderbilt died a few months ago at the age of 56.

God worships before a tin altar. I admire business devotion, but it must be tempered by moderation. Work and whisky in moderation never kill; but intemperance in either has slain its legions.

Andrew Carnegie once remarked that many men had enough to retire on, but nothing to retire to. He was warning a second-class life. Sooner or later, gentlemen, we fall heir to our six feet of sod, or feel the need of a harbor or retreat from active work. And the man who enters the shadows of old age, knowing nothing but business, holds

wasted hands, as Miss Murfree says, to the years as they pass—holding them out always, and always empty.

Countless numbers of men make a success out of everything but themselves. They grow so incrustated with prosperity that they become blind to everything but business, until with racked nerves and ruined constitutions they recall with despair their omission to cultivate the softer and sweeter side of life in their mad desire to get more business, to get more dollars, to get more business. It is a terrible chain.

He is a poor manager who does not so arrange his affairs that he may leave them for intervals with impunity. One thing is certain—if a man does not get away from his business from time to time it will get away from him.

And we all know men who have prospered and built mansions and offices, and expanded in all directions, excepting the direction of their own souls. Such men may buy liberally of quartered oak and plate glass, but they themselves remain nothing but human two-by-four scantlings.

Thomas Wentworth Higginson says, "Sad and sinful is the life of that man who finds not the heavens bluer and the waves more musical in maturity than in childhood."

It would be interesting to know what our members do for recreation and relaxation. The only exercise some journalists take is throwing rocks at the reptile opposition. I shall not complain, gentlemen, of what you say about my little sermon to you to-night if I may only flatter myself that I have taken one step toward making a journalist a better man, or a man a better journalist.

ADVERTISATORIAL.

Truth is mighty and should prevail in advertising.—Printers' Ink.

* * *

Advertising, if it succeed, must meet the eye of those who read.—National Advertiser.

* * *

Wherever there is excellence there should be advertising. Advertising causes others to know.—N. W. Ayer.

* * *

The best display of all is a good picture of an attractive article that is being offered at an attractive price.—Mail Orders.

* * *

Study the public—your customers—not yourself, when preparing your advertising. You don't want to buy the goods, but to sell them.—Fame.

* * *

The advertiser who curtails his advertising expenditure too much in dull times is likely to find the dullness has come to stay.—Wilmington (Del.) Sun.

* * *

The advertiser who advertises periodically does not get the full value of his space. It requires more steam to start a train than it does to keep it moving.—Printers' Ink.

* * *

The man who tells what he has to sell, why it is good, and just how and why he is able to make low prices, is the man who is going to get the business.—Tobacco Leaf.

* * *

This is the age of low prices. Whoever can supply the people with a good but cheap article will gain at the expense of a competitor who clings to high prices.—R. Michaelis.

* * *

Every man who advertises should read other advertisements. He should train himself in this line. He should be familiar with the tone of every advertiser in the town where he lives, and with as many outsiders as he has time

and chance to study. The most successful men in any line of work are those who know best their own special ropes.—The Wheel.

* * *

Let a man give to an idea the twist of his own individuality and that expression makes it to all intents and purposes, his.—Musgrove's Publicity for Printers.

* * *

A good ad is a knife that cuts the string on many a purse. Perhaps your knife is neither sharp enough nor large enough to fulfill the purpose.—Ad Sense.

* * *

It is better to make a success by adopting good ideas for your own use than to puff yourself up with pride at having discovered a new kind of advertisement.—Boyce's Hustler.

* * *

Dig down to the roots of the matter. Dig down to the best points of the goods. Dig down for the best expression of these points. Dig down and study every side of advertising while you are about it.—Dry Goods Chronicle.

* * *

If you are a man who is not satisfied with a reasonable return for your money—a fair profit on its outlay—don't go into advertising. Returns are often slow, and profits much smaller than over-sanguine advertisers expect.—Fame.

* * *

You cannot make advertising matter too plain, too simple and too explicit. It is always better to underestimate rather than overestimate, the intelligence of the buying public. You must talk to them so that the simplest may comprehend.—Criticisms.

* * *

Get up your ads so as to attract the attention of those to whom you can probably sell goods. Mere curiosity seekers you don't want, so do not advertise so as to attract them. Keep the true object in view, write your ads accordingly and business you will get.—The Schemer.

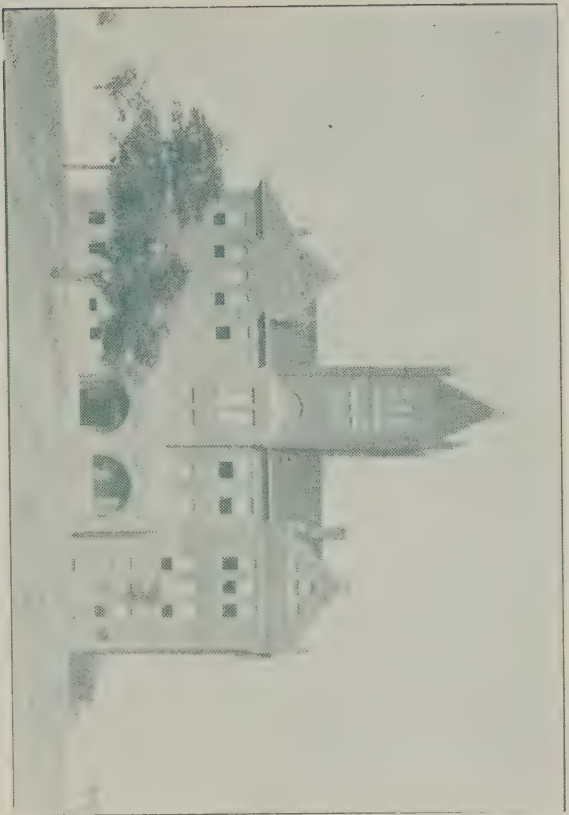
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Many an advertisement which apparently does not sell a dollar's worth of goods may do many a dollar's worth of good, for it brings the customers nearer and nearer to the establishment, and the next advertisement may bring them in. "The last stroke makes the horseshoe;" the others were merely preparatory.—Benjamin Wood.

* * *

This is the season of the year when the business man on entering his office trips over a pile of calendars, finds another bunch on his chair and has to lift half a dozen or so before he can open his desk. All day long queer-looking individuals keep poking their unshaven faces in at his door and dropping more calendars on his head, his desk and his lap until the office overflows with them.

The advertising calendar habit seems to grow with the passing of the years. Some time ago it was almanacs with which the people were flooded at the beginning of each new year, various patent medicine proprietors issuing the little pamphlets setting forth the phases of the moon and the other information of a chronological nature deemed necessary to human happiness. But the pictorial and highly-colored calendar has taken the place of the almanac to a large extent. Every insurance company, railroad company and printing and engraving firm of any pretensions seems to feel called upon nowadays to get out an annual calendar which will hang above the desk of the business man and keep the name of the firm which sends out the calendar constantly before the eyes of the occupant and his callers.—Media (Pa.) Ledger.



Millsaps College — Main Building.



Illinois Central Passenger Station.



Jewish Synagogue.



West Jackson School.



First Presbyterian Church.



From the Penitentiary Tower.



The Flower Garden.

SCENES IN AND AROUND JACKSON.

Editorial Notes and Points.

The evidences of the constant improvement of American newspapers in character, in mechanical excellence, the increased care, ability and industry displayed in the editorial and news departments and in the constant efforts to get nearer to the people in sympathy and in every effort toward industrial, educational, social and governmental advancement, are among the pleasing signs of the times at the opening of this year of 1900.

The special issues of the newspapers showing all these evidences of improvements, that have been enumerated, are constant sources of gratification. Every creditable special issue results in the raising of the general standard of a paper for all subsequent regular issues.

As object lessons, we give a number of pages from different Christmas numbers this month, a sort of Christmas aftermath. These have been selected from the copies first after publication to reach this office. It is a matter of regret that we could not give specimen pages from a thousand

tion in a star centrally placed on the page, with a brilliant five-pointed star above, radiating with broad rays of light to the four quarters of the heavens, and dropping a broad flood of rays down over the center star. The body of the publication is printed on highly calendered book paper, with inserts of fine enameled paper, containing half tones of the leading business houses, best residences, churches and schools. There is a goodly showing of Christmas matter of high character on the neatly printed pages. The sketch of "Vinton, the Shire Town of Benton County," is admirably written. The following from the second paragraph of the article, demonstrates the power behind the editorial throne, the influence that enabled the publisher to produce so able a paper. It is in description of the inhabitants of the place and says: "It is peopled by a class of citizens who believe in progressiveness in business and the comforts of home life." Blessed is the condition of the editor who, whether in village or city, is backed by a progressive people. Local correspondence, filled with short, pithy items, is one of the prominent features of this paper. There are reviews of railroad, manufacturing and other improvements appropriate to an anniversary number.

* * *

The Waterloo Press from Waterloo, Indiana, is bright with Christmas illustrations and matter. The novelty and poster effect of its Santa Claus first cover page tempted a reproduction, but the lines had to be drawn somewhere.

* * *

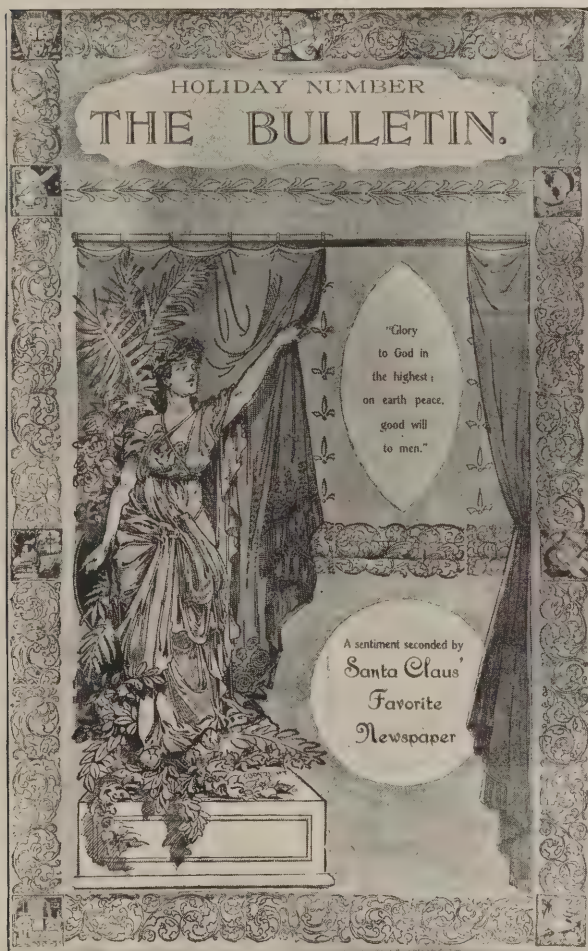
The Bulletin of Linneus, Mo., the first cover page of which is shown among our illustrations, speaks for its own artistic beauty. It was in full accord with its readers in the glad Christmas time. The editor is a thorough believer in Santa Claus and says: "Who cannot remember when, with rapturous eyes, he first looked for the coming of Santa Claus?" * * * "The very essence of the Christmas spirit is unselfish love." * * * "It was the mission of the King of Peace to implant the principles of love and joy and hope within the bosoms of people yet on earth."

* * *

One of the most successful new dailies in the country is the Indianapolis Press. One of the reasons for the sudden success of the paper was the fact of the popularity that had been won by the editor and manager in connection with the Indianapolis News. Mr. John Holliday and Major Richards had very warm places in the hearts of the citizens at the first, and then the paper was put in touch with the people. A whole page and more of this issue was covered with the good words and portraits of prominent residents, including ex-President Harrison, Senator Albert J. Beveridge, Governor James A. Mount and a half hundred others, ministers, local merchants, manufacturers, wholesalers, railroad men, labor union men, judges, lawyers, physicians and many others, not forgetting the noble women. This showed a newspaper enterprise and confidence and a regard for the opinions of readers that is worthy of imitation. Thousands of newspapers would gain much by asking the opinions of the people with regard to their publications. If the result were not so favorable as that obtained by the Press, the criticisms would be equally valuable with the kindly suggestions and recommendations.

* * *

The Sioux City (Iowa) Journal gave in forty-four, seven-column pages, all the current news of the day, foreign, domestic and local, seasoned with editorial comment and miscellany, besides showing all the wondrous resources, development and improvements of the rich region and beautiful city where the paper is published. The account of



papers, but selections were made with a view as to variety and in some cases as to novelty of designs. One of the neatest of the papers not shown by illustration is "The Vinton (Ia.) Eagle holiday number." Its first page is printed in red and green, with a half-tone view of the city of publica-

the city and the region contributory was well illustrated with coarse-grained half-tones. The paper is a valuable model in the way of stating facts in a striking manner and yet keeping within the truth. It is an art that has its limitations and yet can be wisely studied by newspaper makers. The limitation, or danger to be guarded against, is to be careful not to make the truth to appear as mere romance, but to have the truthful statements convincing as well as striking. As a good illustration of forceful statement that yet carries the evidence of absolute truthfulness take the following from the paper, under the general heading, "Nine Lines of Railway Now in Operation:"

"A distance equal to more than two-thirds of the circumference of the earth—that is how far a man might travel on railroads operating to Sioux City, without passing through a single city so large as this, and without traversing any of his routes twice.

"It is an astounding fact that the nine railway corporations having connections with Sioux City operate, on the several divisions of their main lines and branches, exclusive of branch lines east of the Mississippi river, a total trackage of more than 17,000 miles within a circuit in which there is no other city the size of this.

C. and N. W.....	3,052
C., M. and St. P.....	4,128
C., St. P., M. and O.....	844
F., E. and M. V.....	1,435
I. C.....	919
S. C. and N. and G. N.....	4,751
U. P.....	1,702
S. C. and P.....	76
S. C. and W.....	130

Total 17,037

"Take a map and measure on it a line from Chicago to Des Moines, thence to Omaha, thence to Denver, thence to Salt Lake City, thence to Portland and Seattle, thence to Winnipeg (the largest city in western British America, although not so large as Sioux City), thence to St. Paul and thence back to Chicago, and you will find the circumference of the area inscribed to be about 4,400 miles, and within all that tremendous domain there is not a single city with the population and business of Sioux City, and with all parts of the region she has more or less trade. The oval included is 2,000 miles in its longest diameter in an air line, and 800 miles in its shortest, and it contains nearly one-third the area of the whole United States."

The "Gratifying Story Told by Finance" that shows the increase in bank deposits, loans, discounts and clearings; "The Municipality and Its Progress," showing the city's organization, how it pays its obligations, its profitable ownership of its water works, the millions expended for paving and sewerage, the efficiency of the fire department, and "The Federal Government," showing expenditures in buildings and the growth in the postoffice business; "Forty-four Years of Court," giving the succession of judges, incidents of initial terms, remarkable trials, etc., etc.; "The City's Religious Organizations," recording the growth and membership of the different societies, with history and entertaining incidents; "The City Schools" historically treated, as to development, present buildings and organization; "Hospitals and Charitable Homes," enumerating, with incidents and descriptions, the institutions for the care and treatment of the sick and injured, and the benevolent institutions and organizations and homes for young women, for boys and girls, for mothers and babies, and the gratuitous accommodations for the needy; "Semi-Centennial of the Metropolis," telling the city's story from the first white settler in 1849, with all the wonderful growth, with incidents and statistics, not forgetting local geology and topography; "The Street

Cars;" "The City's Industrial Development," with description and enumeration of manufacturing establishments, and of the raw materials used, etc., etc.; "Sioux City as a Wholesaling Center," embracing facts as to regions concerned, the live stock and general merchandise interests, the institutions engaged in the several lines and history of the stock exchange—are all full of suggestions to every wise publisher. This issue of the Sioux City Journal would be of immense value in every newspaper office and to purchase and keep a copy on file as a model and for reference, would prove a wise investment that would repay a thousand-fold the cost and trouble. The complete manner in which every subject is covered and the orderly arrangement of matter and of appropriate illustrations under the several respective headings, make the paper of especial value, interest and convenience.

* * *

There is no self-praise in saying that we sincerely believe the suggestions we have been able to gather and to give in this article with regard to this one newspaper will make this one copy of the National Printer-Journalist, to quote the complimentary words of Past President Walter Williams, "Worth fifty dollars to any editor with sense," accompanied with sufficient enterprise and industry, to use them. And we would be loath to say that there was any American editor or publisher without "sense," as regards matters profitable or valuable to the success of his business.

* * *

In excellence over all others received is "The De Kalb Chronicle Illustrated Souvenir," of De Kalb, Ill. The pages are 8½ by 12 inches, printed on fine book paper. There are two hundred and sixteen of these pages besides the cover.

The De Kalb Chronicle is published by the J. F. Glidden Publishing Company, of which Clinton Rosette is President, Treasurer and Manager. This "souvenir" edition very appropriately opens on the editorial page with the following classical quotations on the value of publicity:

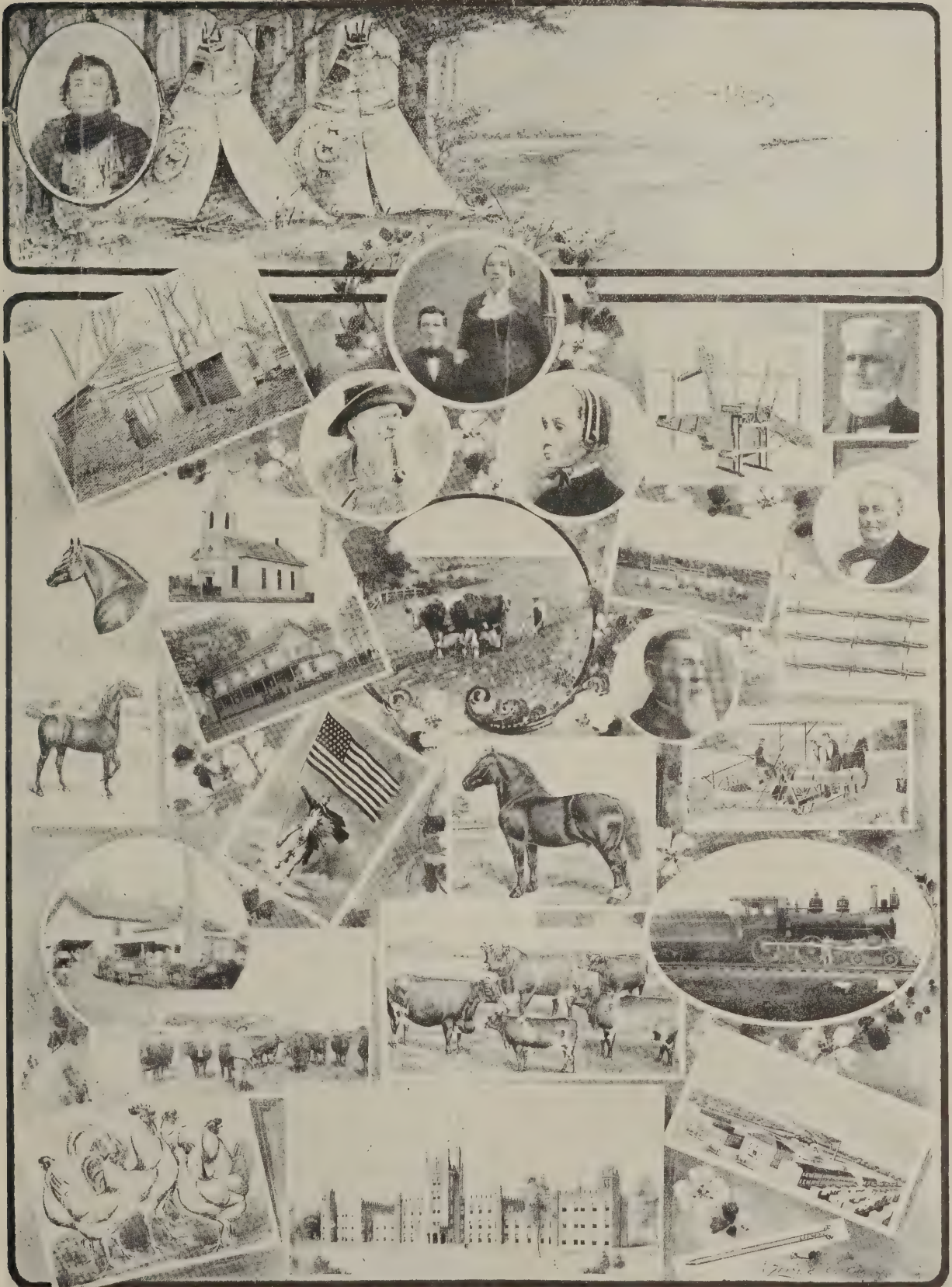
"Advertising is to business what steam power is to machinery—the grand motive power."—Macaulay.

"There is but one way of obtaining business—publicity; but one way of obtaining publicity—advertising."—Blackwood.

The cover page, a reproduction of which is shown herewith, gives a good idea of the scope of the paper.

Work was commenced on the publication over a year ago and the result shows that a wonderful amount of patience, perseverance, industry, taste, skill and no small sums of money have been expended. It is a complete picture of the county, by townships, in excellent word pictures and half-tone illustrations and portraits, from the earliest days to the present. It is a genuine work of art and is so perfect and complete that its value must grow with the lapse of years, as it comes to be looked back upon more and more as authority and as a delightful portrait gallery of the early pioneers and their immediate descendants. The scope that has been carried out in detail is best understood by the following introductory article showing the original plan: "To form a literary panorama of the great manufacturing, industrial, commercial, literary, educational and religious interests of the most thriving and beautiful county in northern Illinois, which is believed to have a future of marvelous growth and prosperity, a vivid and truthful presentation of the superior advantages offered by DeKalb county as a field for prudent enterprise and legitimate investment.

"We hoped that it would contain an illustrated description of every important business concern in the county. We expected to make a place for an excellent portrait of a



Reproduction of First Page of Supplement of De Kalb (Ill.) Semi-Weekly Chronicle.
Suggestive of Topics Treated in Annual Souvenir.

larger number of representative men and women of the county than ever appeared in any other county publication in the world. We assured all who placed their picture in this edition that they would be in good company and have plenty of it. There would be room for the children. The chapter on men and women of 1920 would be interesting and desirable to the little ones of to-day. You were all invited to co-operate with us in making this issue of the Chronicle in all respects a credit to DeKalb county.

"We were anxious to have the work in every respect a mirror of the present, its schools, churches, industries and manners and customs of our people, but we were especially anxious that it should be a means of preserving much that is valuable regarding the past that had as yet never been recorded.

"We are prone, in the midst of the condition of the present, to forget the bold self-sacrificing pioneers and early settlers who amid privations and dangers, founded an empire in the wilderness and thus made possible the comfort and blessings of the civilization that we enjoy to-day. Heirs of the past, we are also its debtors, and it is fit that we often recall to grateful remembrance, the early settlers to whom the present generation are under so many and lasting obligations.

"The facts set forth in these pages, not heretofore having been embalmed in print, had to be collected from interviews with the gray-haired representatives of "the good old days" who, crowned with respect and honor of all thoughtful men, yet linger among us. We deem it fortunate that the work of preserving their recollections of the first days of this county and the life history of these heroes of days gone by, has been undertaken before the last old settler shall be gathered to his fathers.

"Thus we have been enabled to gather from the living the tender memories of those whose sacrifices have opened up this garden of the West. Let the present kneel at the shrine of the past and drink in the lessons that it teaches. Many of them left pleasant homes, surrounded by the luxuries of life, where human toil had garnered much into the store of comfort, and here by their iron wills and correct habits, yet survived the dangers that ambushed their pathway. Many a spot has become sacred because the dust of departed pioneers has been enshrined therein, whose lives were taken in the struggle to bequeath these splendid homes and build up these beautiful thriving cities and villages that dot our land.

"The soldier who risks his life in battle for his countrymen receives the highest praise and glory; but these hardy men and women who battled with malaria and disease in blazing the pathway of posterity through a wilderness of latent dangers, to such a goal of health and happiness as we have reached, deserve to have their memories preserved as we are doing now and handed down to those who follow us. We beg to urge upon the young men and youth whose eyes shall fall upon these pages to ponder well the records of these busy lives, that they may rightly estimate the great inheritance they have received, and thus be led to emulate, and if possible, to equal the virtues of the great generation they are to succeed in this spirit.

"To the pioneers and early settlers—the men and women who laid the foundation broad and deep upon which the DeKalb county of to-day is build—this issue of the Chronicle is affectionately dedicated by its authors."

This plan and these very words with little variation can be profitably adapted to any city and county in the United States. There is a good deal in the paper, too, that is of both local and general interest. Such especially are the articles on "Township High Schools" by Prof. H. L. Bolt-

wood, of Evanston, Ill., who has completed a half a century in high school work and is properly designated as the "Father of the Township High School;" by Professor David Felmeý of the State Normal School at Normal, Ill., and by David Bayliss, Superintendent of Public Instruction of Illinois. President Rosette has accomplished a work of great use to the whole State as well as to his city and county. Every newspaper publisher would find this "Illustrated Souvenir" of inestimable value in getting up a like work.

The article under the head of "Men and Women of 1920," illustrated with pictures of the little children from six months to seven or eight years of age, opens a most delightful field, especially for illustrations or portraits, that appeals to every lover of the beautiful and novel, and to all whose heart goes out toward the little ones. The illustrated article on the "Soldiers of '61" would find interested readers in every section of the Union.

* * *

The materials for good local papers and special issues thereof are almost inexhaustible if a publisher is only alive and keeps in touch with other live publishers through the pages of the National Printer-Journalist. This thought is enforced by the following kind letter received from one of the wideawake newspaper publishers of Minnesota, whose good work we have had occasion to commend on two or three occasions:

Mapleton, Minn., December 20, 1899.

B. B. Herbert, Esq., Chicago, Ill.:

Dear Sir—The last mail brought the National Printer-Journalist and with it the greatest surprise of my life. I thoroughly appreciate the space you have devoted to the Enterprise and believe that it will be the means of encouraging others besides myself to better efforts. When you take into consideration that Mapleton is a town of only a thousand people and located in a county with two dailies and a dozen weeklies, it means something to issue a creditable holiday number, and when the work is finished one feels like saying, "Well, I will never do that again," as the effort does not seem to be appreciated by those about you, but when one receives the encouragement of a publication of the standing of the Journalist he is brought face to face with the fact that "a prophet is not without honor save in his own country." Our efforts this year have been appreciated more than ever before, and in the way of advertising we have had better backing, but this is largely the result of working up a reputation for our special editions. There is a wide field for the wide-awake printer, although it may not pay in dollars and cents. One Christmas we issued an edition giving Christmas in the various state institutions, thereby giving our readers a better idea of the public buildings of the state and their management. At another time we had Christmas in foreign lands, and we were surprised when we went at the work how many persons even in a community as small as this had traveled abroad or were natives of some land across the sea. I found a sailor who had lived in Samoa, a preacher who was from Poland, another from France and a third from Germany, a merchant was from Norway. George Keenan, the explorer, lectured in the community and an interview secured an article on Christmas in Siberia. Then we had our pioneer number, of which you made mention last year, giving an article on the pioneer lawyer, doctor, editor, preacher, schoolmaster, etc.

It means work, but such editions build a reputation for a paper and bring it from the obscurity which develops the paper which is content from week to week to fill its columns with patent medicine notices and matter of not much more importance.

But I have drifted from my original motive in writing you. I wish to thank you for your words of encouragement, and enclosed you will find \$3 for which send marked copies of your last issue to the following addresses. * * * And the remainder to this office. Again thanking you for your courtesy, I remain, very truly yours,

H. C. HOTALING.

By way of comment we wish to especially enforce the points in this letter in which Editor Hotaling speaks of the discouragements at first encountered, but of the subsequent growth in appreciation, in the standing of the paper, and the increasing profitableness of these efforts. An ounce of experience is worth a pound of theory, and Mr. Hotaling gives us several pounds of experience and of valuable suggestions resting on that experience. It is constant, per-

THE REPUBLICAN-ATLAS.

Wanderer's Edition.

NOV 1846.

MONMOUTH, VANDERBILT COUNTY, ILLINOIS, DECEMBER 899



Christmas

: NEW :
YEAR'S
NUMBER

sistent effort that wins in the newspaper field that, as Mr. Hotaling says, is "wide for the wideawake printer," and we believe that such efforts will ultimately pay both directly and indirectly in dollars and cents, and that a hundred fold. But suppose an editor is useful and makes his business self-supporting, even if he does not hoard up dollars, will not the respect in which he is held be as great and his life much sweeter and happier than would be the case were he using his knowledge and talents to overcome and surpass his neighbors in the wild grabbing for pelf, that is generally only a care when obtained?

* * *

Hon. Thos. Rees, the energetic manager of the Illinois State Register, has issued this month a valuable statistical almanac, wholly devoted to the State of Illinois. Besides this he offers to furnish plates of the work or printed sheets with blank pages for advertising or complete books with any desired advertising printed therein, to other Illinois publishers on reasonable terms. We speak from experience when we state that a county almanac or annual in pamphlet form is a profitable enterprise if properly handled. Such a publication ought to prove vastly more valuable if supplementary to a State almanac. Many of our local offices do not make enough of State affairs. Next to local news, a carefully prepared page of State news, prepared with a view to the making of such news of local value by the way of example, precept, encouragement and inspiration—can be made the most popular and useful portion of the paper. The getting out of an almanac shows enterprise, helps piece out work in a generally dull month and is a good advertisement of a newspaper printing office. Much of Benjamin Franklin's early fame as a printer and newspaper publisher came from his "Poor Richard's Almanac." We are not all Franklins, but there is so much material at hand in the way of educational, industrial, building and other statistics, so much that needs preserving in a more convenient form than newspapers, that at least one newspaper man or printer in every prosperous county can profitably be an almanac maker for one month in the year.

BIG MONEY IN STORY PAPERS.

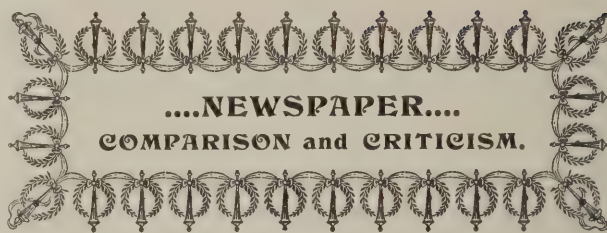
Great were the profits of the old "story papers." The late W. Stevens left a fortune of \$1,250,000 as his share of the property of the English Family Herald. This periodical was started in 1842 for the ostensible purpose of giving work to a typesetting machine, the first completed instrument of its kind, invented by Young and Relcambré. The first twenty-three numbers of the paper were of four double-demy pages. The composing machine, which cost a fortune, proved a failure, however, and its use was soon abandoned. But the Family Herald, which it brought into existence, has been the making of two or three fortunes, and is still prosperous, notwithstanding the competition with which it has to contend. This recalls the rumor that some years ago the publishers of the Family Story Paper of New York netted each week the sum of \$2,000.

LIKES THE DEPARTMENTS.

Logansport, Ind., December 23, 1899.

B. B. Herbert, Chicago.—Dear Sir: I shall certainly take great pleasure in reading the experience of others in the department of circulation. I want to compliment you on the department features which you have been establishing lately and yet every one knows who takes it that there is no publication superior to the National Printer-Journalist for newspapermen and printers. Yours truly,

J. E. SUTTON.



By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.



KANSAS has always been well represented in this department, and now comes the Girard Press from that State. Brevier old-style antique is the largest type used for display in the reading matter on the first page; it is not large enough; there should be more headings on the first page among the reading matter. Four columns of straight reading without a break is too much, and is exceedingly likely to be the cause of some person turning away from the page—a thing to be avoided. The Press has six columns, and so has the Weekly Clarion-Ledger, of Jackson, Miss.—a reproduction of which appeared in the last number of the National Printer-Journalist—which is a good example to follow for makeup. Several bad errors in proofreading are easily found, and they are not "style" either, but wrong letters. The presswork could be improved. The ad display should receive more attention, as the selection of type is good and proper use of it would help the appearance of the paper. It is not intended by these criticisms to mean that the Press is a poor paper, for it is far from it, but these are suggestions offered for its improvement.

* * *

In the department of Editorial Notes and Points last month appeared an extended notice of the Blue Earth County (Minn.) Enterprise, stating that the paper would be criticised in this department. Many nice new faces of type are to be found in the pages, such as Jenson, De Vinne, Bradley italic, Livermore, and Quentell, of various sizes. In the desire to make the paper look nice, there is a tendency to over-ornamentation, in the ad display, but many of the ads could be copied to advantage by papers much more pretentious. Some of the display is really good and artistic. The makeup and presswork is fairly good, and the local news field well covered.

* * *

Locals are the special feature of the Bloomfield (Ind.) News, and the whole of the first and nearly all of the second page is devoted to this important department of a local weekly. Double-column department heads appear in the first and second and fourth and fifth columns. Quentell is used for the headings—8, 12, 18 and 24-point—and it makes a very clean appearance. The News is a dignified, well-arranged paper, and a credit to Bloomfield, and therefore to Messrs. Lamb & Maddock, the proprietors.

* * *

Frank Vernon, the man with so many irons in the fire, as well as being the publisher and proprietor of the Cisco (Tex.) Round-up, speaking to delinquent subscribers in a recent issue of his paper, says:

TO WIVES OF SUBSCRIBERS.

If the Round-Up doesn't visit your home after January 1, please don't accuse us of carelessness until you first ask "hubby" this question:

"Say, hubby, how long has it been since you paid the Round-Up any money, or wood, or corn, or any condiments on subscription?"

THE LINCOLN COUNTY CLARION

A JOURNAL DEVOTED TO PUBLISHING ALL THE NEWS.
THE LARGEST NEWSPAPER IN LINCOLN COUNTY.



Note his reply, and the chances are that all will then be clear, at least as clear as we can make it.

The fact that the Round-Up subscription account has gradually been getting deeper and deeper in debt forces us to part company with some of our dearest friends.

No one expects the Dallas News, the St. Louis Republic or the Houston Post to be sent them unless they pay the cash in advance. Why not entertain the same feelings for the Cisco Round-Up?

We merely mention this as a business comparison, and we are beginning to learn that in justice to those who pay for the Round-Up in advance will have to ask the others to, else we cannot give as good service to our cash customers as we otherwise could.

Taken as a matter of sentiment we would be glad to carry every one who wants the paper and never ask or expect them to pay a

indifference. It has been stated a thousand times, and just as many times truthfully stated, that there is no other factor which does as much for a small city as that of the local paper, when well conducted by a man not suffering from liver complaint.

* * *

A copy of the Republican, Oakland, Md., along with the following letter, has arrived at this office:

Oakland, Md., December 23, 1899.

O. G. Wood, Chicago, Ill.:

Dear Sir—Under separate cover I send you a copy of the current number of the Republican and invite criticism as to its general makeup and ad display. I think the department under your charge in the National Printer-Journalist is one of its best features.

With the compliments of the season, I beg to remain, very respectfully and sincerely yours,

BENJ. H. SINCELL.

This is very nice, and "we" sincerely hope, Mr. Sincell, that you may live long and prosper, you and the Republican. It is very gratifying to know that this department has been a success in your opinion; others have said the same thing about it. When Mr. Herbert suggested that I take hold of this department a year ago I asked him what he wanted me to say about the different papers, he replied: "Say anything you like—tell the truth," and the blue pencil has never passed over any of the lines of criticism offered; the truth has ever been the motto, tempered with kind consideration for those who so often labor under difficulties in many printing offices. But what about the Republican? Well, take all the ads off the front page just as soon as your contracts will admit of this being done; set the display heads for the reading matter larger, and also the heads for the local news—let the towns or places stand out in good bold type. The Republican is well made up and the presswork is above the average.

* * *

New Philadelphia, Ohio, is this month represented by the Tuscarawas Advocate, of which two copies have arrived, and this letter:

New Philadelphia, Ohio, December 22, 1899.

O. G. Wood, Department Comparison and Criticism:

Dear Sir—I send you by mail herewith two copies of the Tuscarawas Advocate for such criticism as you may think they merit.

Yours, etc.,

J. L. McILVAINE, Editor.

In view of the fact that the paper was established A. D. 1819, it makes a person who was born several decades later feel like being very careful in his criticisms. If Mr. McIlvaine has been running the Advocate ever since it started, he no doubt knows a thing or two about the newspaper business himself. The Advocate is well printed and the makeup is good. Nine columns to the page, however, is seldom seen nowadays, and by giving the paper an additional fold, a more handy size would be obtained, which would result in eight pages, instead of four, as at present, and six columns would fit the same stock, run the other way, of course. Cutting the column rules and buying a few additional ones would be about all the expense necessary in order to make the change, and as the same size of stock would be used, no change in the press or anything in this line would be required. The first page could then be devoted exclusively to news and the "next to reading matter" fellow have a better chance—in fact, just double the chance.

* * *

The Donaldsonville (La.) Chief recently had a birthday, and Mr. Bentley, the editor said:

Last week's issue completed the Chief's twenty-eighth volume, and with to-day's edition begins the twenty-ninth year of the paper's existence. It has been issued weekly and without interruption since the autumn of 1871 under the ownership and management of its present editor and proprietor. Beginning as a six-column folio,



First Page of Twice-a-Week Republican, Geneva, Ill.

dollar, but our printers refuse to accept sentiment in payment for wages and the paper dealers say they can't cash it at their banks.

So, my friends, if you have been taking it through sentiment we have been entirely ignorant of the fact.

If, on the other hand, it was a business proposition and the good man of the house took the paper because he thought it was worth a dollar a year, it would seem to us good business policy to get right on our books as quickly as possible so that we shall be able to keep the paper coming to you.

We are going to keep it running just the same for the benefit of those hundreds who have paid in advance and as a business enterprise of our own, but we dislike very much to see any of our friends dropped from the roll on January 1, as they surely will be unless settlement is made between now and that time; for we have some new features to inaugurate with the beginning of the new year which you would appreciate. So take this matter up with he who carries the purse before you lay aside this paper, then all will be well. Yours affectionately,

THE PUBLISHER.

It is nothing more or less than a crying shame that so many people look upon paying for the local paper with

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MISSOURI INDEX.

© © 1899 © ©



it has been twice increased in size, first to a seven-column, and subsequently to an eight-column folio, and to-day witnesses its third enlargement and a change of form to six-column quarto, thus adding nearly 200 inches to the aggregate length of its columns.

It has never been our practice to indulge in lengthy retrospect or to make elaborate promises for the future and there is no occasion for doing so now. The established character of the Chief is a sufficient indication of its future course. It would be strange indeed if in the period of more than a quarter of a century, witnessing some of the most remarkable political transitions in the nation's history, a newspaper endeavoring to keep abreast of the times in politics as well as other matters pertaining to its mission, should not have become amenable to accusations of inconsistency, particularly from the thoughtless or shallow minded, who fail to remember or appreciate the truth of the adage that "Consistency is the virtue of fools." The Chief has never feared such criticism, because its positions have always been founded upon what seemed best under existent conditions and contemporaneous circumstances, for the public good and its own welfare.

The part the paper has played in encouraging the moral and material advancement of the community we leave its readers to judge. Its course in that regard will not be changed.

No increase in the subscription price or advertising rates will follow the enlargement of the Chief's dimensions. Thanking our readers and advertising patrons for past favors and soliciting a continuance thereof, we make our annual bow and strike out for milestone No. 30.

The foregoing is taken from one of the copies which arrived at this office along with the following letter:

Donaldson, La., November 26, 1899.

Mr. O. G. Wood, Chicago, Ill.:

Dear Sir—I mail you two copies of the Chief for criticism, the first number of the quarto form dated Aug. 19, 1899, and the latest issue, dated yesterday. The first is a poorly printed one, but the only one I have available at the moment without invading my shelf-life. Yours truly,

L. E. BENTLEY.

The Chief is well made up, fairly well printed, and possesses an extensive advertising patronage. The presswork, however, is a little below grade; the color being very uneven, and the cuts not brought out in good shape.

* * *

A man has but little force of character unless he makes some enemies, and would cut little figure in the world. This is from the Russellville Democrat:

Every editor makes enemies. A little squib aimed at no one in particular will hit some hollow-headed individual and he at once declares himself "agin the paper." The paper may have given him many complimentary notices, but the imaginary thrust puts him on his dignity. He at once establishes himself as a critic; but he hasn't enough nerve to go to the editor with his supposed grievance. Just notice, and you will see that the men who are "agin" their home paper are men who would not be missed if they would leave the community forever. On every question of local interest the home paper stands ready to make a fight for the best interests of the greatest number and has always the greatest number of the best citizens at its back.

It is not a good plan for an editor to go around with a chip on his shoulder, but he must consider himself too old a dog to be afraid of every pup that barks at him.

* * *

Here is a paper with a word to say about the credit "Ex." The cutting is from the Odd Fellows Review:

We observe that a great many of our exchanges, in copying articles from the papers, simply follow them with the abbreviation "Ex." This we consider almost as bad as failing to indicate in any way that the articles are copied. It shows, it is true, that they are not original, but it robs the real author of the credit that is his or her due, and is therefore a wrong to such author. Furthermore, it is inconvenient, many times, to another publisher who sees it for the first time thus published and desires to use it, but desires to do so only by giving proper credit to the true author. If an article is worth copying at all, it is worth crediting clearly to the true author. A recent letter to the publisher of this paper from an esteemed brother publisher shows that his authorship of an excellent article published by us was unknown through the discreditable failure of some one who first copied it to properly credit the article to him. It is time that the failure to credit copied articles at all,

or to simply credit them to an "Ex." was stopped, as all honorable men will even "give the devil his due."

It is just as easy to give proper credit as to try and skin out of it by putting "Ex." The value of an article is in no way increased by using the abbreviation, neither is the standing of a paper improved by not giving proper credit.

* * *

The Enterprise Liberal, Mo., was printed on the yellowest of yellow paper on Friday, November 17, 1899. At the close of a long editorial about the Enterprise being now seven years old, Mr. Martin says:

Friends, the color of paper adopted this week does not, as generally supposed, denote jealousy or envy, for we know of no paper in this neck o' the woods of which this office or paper should feel in the slightest degree envious. We simply adopted it as an anniversary change.

It requires some courage to print a "yellow" paper in these days.

* * *

The Tipton (Mo.) Times-Gazette stands on its merits, as the following editorial denotes:

The Times-Gazette does not give chromos, a month or two more subscription for a dollar, or any such appeals for public favor, but continues to strive to please its readers, as a reliable, fair and newsy paper. The friendship and good feeling exhibited toward the Times-Gazette is appreciated and is a source of great pleasure to us.

There are two sides to this question of giving chromos; many papers have reached enormous circulations through "special offers."

* * *

The Joliet (Ill.) Weekly News adopted the following plan to improve its advertising patronage:

The Joliet Weekly News will make a New Year's gift of \$5 to the person living the greatest distance from Joliet who buys during the month of December, 1899, goods amounting to \$5 or more from any merchant advertising in its columns during that month. All you have to do is to get the Joliet merchant from whom you buy to fill out and sign one of the coupon blanks. Bring or send it to the News office, and on January 1 these slips will be sorted out and the \$5 sent to the party found to live the longest distance from Joliet.

The Joliet Weekly News will also give \$5 in gold to the person buying the largest bill of goods during the month of December from any merchant advertising in this paper during that time, no matter where they live. Get certificate from the merchant, same as explained above.

This is not a bad idea and could be adopted for any month in the year, January or July—it makes no difference.

* * *

In celebration of the beginning of the fifth year of publication the Lincoln County Clarion, Lake Benton, Minn., enlarged to twenty pages. The ad composition is particularly good and is the work of Mr. R. A. Turner, who is also editor, who says:

In closing this form, the last of this edition, we are conscious of a thousand things we might have done differently, of many errors in phraseology that ought to have been corrected, of many things that might have been mentioned that are not, all because time would not permit some, and space would not permit others. The entire edition has been prepared under pressure of time and all the work, except photos taken by A. E. Tasker and making of half-tones, is a product of the regular Clarion force. When it is taken into consideration that this is the busy season when job work is rushing and the regular edition requires extra attention, the magnitude of the undertaking can be realized.

This is true enough, and any practical man who looks over the paper must admit that the result of the undertaking is astonishing. The getting out of one of the great Chicago papers does not compare to this for individual effort. Just think of it: writing the editorials, setting the ads, making up, locking up—and doing it well—a twenty-

page seven-column quarto, and all done with only the force used for an eight-page paper. Mr. Turner further says:

The rapid growth of the paper has not been accomplished by magic, but is the logical result of continuous and unremitting labor to give the people a newspaper that they would appreciate.

I am inclined to think this is a true statement—the evidence is before me in the paper sent for criticism.

* * *

The Columbia Missouri Herald of December 15 was full of letters from the children to dear old Santa, and also one from the Herald's Editor-Man. This one I have cut out



and tucked away in my scrapbook in the hope of again reading it some Sunday afternoon when all is warm within and when the snow is deep on the ground and the wind is chill without.

* * *

The South seems to be in the way of making improvements in newspaper circles. The Evening Post, Charleston, S. C., is preparing a new home, according to this paragraph:

The Evening Post has purchased the building at 111 Meeting street, which is now being remodeled and transformed into a suitable home for this newspaper. A fast printing perfecting press has been ordered and will be installed in the new establishment within the next thirty days. The Evening Post will thus begin the new year in a permanent establishment, and, with the full equipment of a modern newspaper, be able to serve deservedly a public whose support has made possible the advancement attained.

The Post looks very well now, but no doubt many improvements will follow as the result of new quarters.

* * *

The Crawley (La.) Signal has moved into its own building, put in a Mergenthaler, and made a number of other

improvements. It is a clean and bright paper and a credit to the State where the next meeting of the National Editorial Association is to be held.

* * *

Here is an editor in favor of the farmer as against the politician:

The farmers in Oklahoma are far more generous to newspapers and newspaper men than the politicians. One of the peculiar traits of an Oklahoma politician is his stinginess. If we are ever called upon to address the press association upon any subject, we propose to investigate and report on this subject and how to remedy this matter.—Newkirk News.

A communication to the National Printer-Journalist on this subject would receive attention.

* * *

I fail to see how any editor can feel very well in health when he writes long editorials on the great benefits to be derived by young ladies attending a certain college or seminary, and then immediately follow this eloquent flow of sweet words by an ad headed "Piles Cured Without the Knife." This is a hint to the editor of the Princetonian, Princeton, Ark.

* * *

A substantial appearing and well printed paper is the Plymouth (Ind.) Democrat. The makeup is good, the local news field well covered, and it possesses a first-class local advertising patronage. The Democrat has the appearance of being full of life, push and activity.

* * *

A copy of the Pleasanton (Kan.) Observer has arrived; the front page being printed in red and black, very much out of register; perhaps only a few copies went out printed like this, but it certainly spoils the appearance of the paper, which is very nice otherwise.

* * *

If the business manager of the Purcell (Ind. Ter.) Register would issue orders to have all the type used on that paper thoroughly washed out, a great improvement in its appearance would be the result.

* * *

Religious and medical papers, as a rule, are anything but well printed, and The Life, a weekly journal of Christian Metaphysics and Healing—published at Kansas City—is no exception to the rule.

* * *

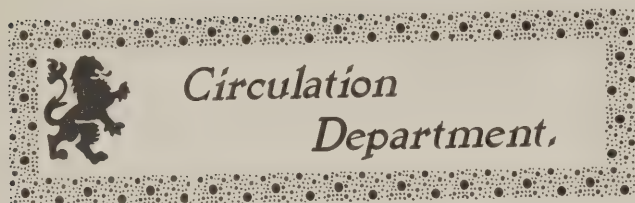
The editorial column of the Wamego (Kan.) Times should be moved to the fourth page. It now appears on the second, which is not customary.

ADVANCE IN PAPER.

Ewing Herbert, speaking of the recent advance of paper, says in the Hiawatha World recently: "News paper advanced ten per cent a hundred last week and notice is given by the jobbing houses that prices on all lines of paper stock are subject to advance without notice. The traveling men are all in deadly fear that the whole business will soon be absorbed by the trust and that they will soon all be out of a job. And what worries the long-suffering publisher is that he cannot advance the price of his newspaper no matter how much the prices of news paper goes up. It is a badly balanced world. And there must be some way to bust the trusts."

EMPLOY THEIR OWN COLUMNS.

Some newspapers haven't discovered how they may employ their own columns to increase the value of the paper, while others have discovered such method and are making the most of their opportunity.—Fame.



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

MANSFIELD, OHIO, December 27, 1899.

Editor NATIONAL PRINTER-JOURNALIST, Chicago, Ill.:

My Dear Mr. Herbert:—Answering your favor of the 26th, I am glad to know that you have concluded to open a department on circulation in your valuable journal. This matter of circulation like that of advertising lies nearest the hearts of newspaper publishers and it is about as difficult to find persons who agree upon the methods of obtaining and maintaining circulations as it is to find two faces alike.

The first proposition, however, is to make a good newspaper, and when I say "a good newspaper" I mean a newspaper which aims to give all the news free from envy, malice and party prejudice.

I aim to give my readers the benefit of eminent divines like Talmage and others, and at the same time give equal attention to the baseball fans, the bicycle cranks, not overlooking the women's and children's departments, horse notes, markets, and above all, make a good strong local paper.

Along with doing all this the next thing to do is to let people know what you are doing and to that end we canvass this city and adjoining towns twice a year. We employ our own carriers and keep subscription accounts of the Daily at the office, giving the carriers their books on Friday evening for each week, on which they make collections on Saturday.

We have tried all kinds of book, picture and garden seed schemes, but the only good scheme in my judgment is that noted above, namely, a good newspaper. The field of inland daily newspapers is a peculiar one; to get the confidence of the people and a good circulation we must give all the local news and be at all times honest, fair, fearless and upright. Very truly yours,

W. S. CAPPELLER,
President News Co.

CIRCULATION AN IMPORTANT PROBLEM.

LOGANSPOUT, IND., December 28, 1899.

Editor NATIONAL PRINTER-JOURNALIST:

Dear Sir:—There is no doubt that the circulation of a newspaper is the important problem that must be solved before success can be achieved in publishing. I believe that circulation cannot be secured without personal canvassing. I know of no paper that has been able to secure a circulation worth speaking of by the mere act of advertising or of making a good newspaper, which was so long thought to be the method by which a large subscription patronage could be secured. Competition is responsible for the fact that the newspaper with the largest circulation is the one that has constantly at work solicitors for subscribers. The paper may be even inferior to some of the old style journals whose editors believe in making a good newspaper and letting the public come in and subscribe. In these modern days the public expect the solicitor to come to the house

and get their subscription. I have found in my own case that it has paid to support the work of a circulator and assistant circulator who are always on the alert to secure subscriptions by solicitation, with a special canvass made by outside experts every spring and fall. At these "round-ups," as they might be called, the entire city is covered by a house to house canvass. It is at these times that sample copies are put out to the best advantage. It does not pay to put out sample copies without following them up with a solicitor. In our case we have found that the carrier boys very rarely follow the sample copies up with enough vim to get many subscribers. It must be a regular solicitor who follows to make the sample copy distribution pay.

One of the most important duties about circulation is to keep it steady after it is secured. It is for this reason that the Reporter has maintained its semi-annual canvass of the city, and still the heaviest part of the work falls upon the circulator who makes it his duty to follow up every case where a subscriber stops and find out the cause and get him to renew if possible. It is a curious fact that even where cause has been given within a month's time the offense has mellowed to that extent that by a little suave attention the subscriber is renewed and becomes a stronger adherent to the paper than ever before. Some subscribers in towns of twenty thousand or less are sensitive plants which must be treated and cultivated with the closest possible attention to their feelings. If they are saved they are generally enthusiasts who brag up the paper, but if they are lost they are generally knockers who give the paper much adverse advertising. Improvements are necessary, too, to keep the interest up and maintain the circulation at the top notch. But without solicitation and personal contact with the subscribers no paper could maintain a large circulation, no matter if the paper was metropolitan in its appearance and ability.

J. E. SUTTON,
Publisher Daily Reporter.

OFFICE OF THE DAILY PHAROS,

LOGANSPOUT, IND., January 3, 1900.

Editor NATIONAL PRINTER-JOURNALIST:

Dear Sir:—In answer to your inquiry, will say that our method of obtaining new subscribers for The Daily Pharos and holding old ones has nothing new or novel to commend it. We have learned from experience that the best way to obtain new subscribers and the most effective way to hold the old ones is by making the paper of general local interest. The Daily Pharos was established twenty-five years ago. Its circulation reached high water mark during the year 1899, although no special effort, further than to give our readers an abundance of news, was put forth to secure the increase. We employ a circulator, whose business it is to look after the circulation. His duties are many. He oversees the collection of subscriptions, looks after delinquents, and, in case a subscriber stops, inquires into the causes that prompt such action. Our papers are delivered by carriers, who do the collecting monthly. Each carrier is provided with a receipt book and stub. The receipts contain the names of every subscriber on the carrier's route, with the amount due from each. The stubs are retained by the carrier and returned to the office with the receipts of such subscribers as did not pay. When the amount due from a subscriber reaches a certain sum, the circulator looks after the collection. The carriers are paid so much per month for delivering the papers. Their compensation is based upon the number of papers carried.

In addition to this, they are paid a small per cent for making the collections. This per cent is uniform. It serves as an inducement for all to make good collections.

LOUTHAIN & BARNES, Publishers.

PROSTITUTION OF THE PRESS.

(From the Sacramento Bee.)

If the skin of yellow press publishers were not so scarcely supplied with sensory nerves it would smart under the judicial rod lately laid on, with no light hand, by the supreme court of Idaho. The castigation was administered to those journals which upheld the miners of the Coeur d'Alene in their reckless violations of law and order.

The court declared these journals were conducted by persons "whose moral principles are governed and controlled by what is for their gain." The Bee concurs in that opinion.

Everything seems to go with the yellow press provided there's money in it. Cash bows conscience out of the business office and the editorial rooms, refusing to be disturbed by the presence of so unwelcome a visitor. The events of the day and the personalities connected therewith are exploited with such scant regard for truth, justice, and decency that public and private purity and faith are corrupted at the source of knowledge, and a baleful cynicism is begotten and bred in minds not strong enough to scorn the lie, not keen enough to see its motive. It is characteristic of the yellow press. What is the inevitable result? It is that the papers guilty of such offences gradually lose what influence for good they had or might have had. These papers may make money, they probably do, but they do not make men. They do not make honest, helpful citizens. They do not encourage that happy home life which is the basis of national strength and social well-being. How can they do so when boldly claiming to be the censors and uplifters of public morals, they insinuate into our homes, and before the eyes of our sons and daughters, the unsavory specimens of the corruption of others, and of their own professional venality?

Woe to them if they do not rise to the high dignity of their calling! Woe to them if they truckle and pander to the mob! Woe to them, if, intrusted with the ten talents of an unparalleled influence, they bury them in the dungheap of political corruption or in the muck of filth of sensational semi-obscurity! Woe to them if for gain they prostitute truth and honor!

That The Bee feels strongly on this matter is because it would ever magnify the power and dignity of the press. According to the possibility of its influence for good is the enormity of its perversion of that influence to evil ends. Justly may it be said to the press as to every individual it addresses:

"Thy strength shall be as the strength of ten,
If only thy heart is pure."

FROM AN OLD CRAFTSMAN.

JAMESBURG, N. J., December 18, 1899.

Editor NATIONAL PRINTER-JOURNALIST, Chicago, Illinois:

Inclosed please find postal order for two dollars for renewal of subscription to JOURNALIST.

The JOURNALIST grows better with each succeeding year, and I cannot afford to be without it. Its reports of the doings of the various associations are of great interest to me, an old craftsman—both printer and journalist.

To the order enclosed I enclose another dollar so as to close my account at the end of the year, when I can better keep track of it. Please return receipt, and oblige,

Yours fraternally,

JOHN F. BABCOCK.



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.
Address Mr. Jones as above.

VISUALIZATION IN SOCIETY REPORTING.



READERS of Miss Bullock's article on "Descriptive Methods of Newspaper Writing" in the October number may be interested in following the subject and ascertaining how much these theories may be used in everyday work. Miss Annie L. Miller has conscientiously applied the principles in her

descriptions of "society events" for a daily newspaper, and has reached the conclusion that only occasionally is it worth while to go to the trouble of creating a vivid picture in doing this kind of reporting. When it is needed, however, as in the case of an important wedding, reception, or other unusual affair in the social world, it will vastly add to the reporter's power to know just how to create living pictures in the mind of the reader. In doing ordinary little parties, dozens of the same kind occurring every week, the reporter must usually confine himself to doing straight catalogue work. Miss Miller writes:

The increasing amount of space allotted to social affairs in the daily papers renders the question pertinent whether the quality of the work might not be improved. The ordinary society column is an inane recital of parties and weddings all similarly worded. To realize its vain repetitions and utter foolishness it is only necessary to glance through such a department in a paper when the names are unknown and no personal knowledge lends a fictitious interest to the reports. It would seem that the principles of visualization used in literature might easily be applied to social affairs. Any large function has an abundance of the form and color which are such important elements in visualizing material. The difficulty to the reporter lies in the necessity for an unusual combination of these elements to make the picture distinct. The majority of entertainers are apt to copy what has been done and is considered good form. A description that would give a distinct mental picture, from its novelty at the beginning of the season, by many repetitions would make no impression upon the brain.

When an element of originality exists the reporter is apt to blur the picture by a conscientious endeavor to give all the details. Visualization is an appeal to the imagination and a too minute description leaves nothing to the imaginative faculties. All artists recognize the necessity of avoiding excessive detail in paintings and the impressionists seek to stimulate the imagination through vagueness of form and color. But what is the aim of the society reporter to give all the facts or to produce a mental picture? Both cannot be done.

The society column is principally read by women—the future givers of parties or friends of the brides who have been given away—and they pore with intense absorption over the details of functions even when unacquainted with the hosts and hostesses. These women wish to know the exact decorations of each room, just what colors were used and where, the arrangement of the dining room table—even the way the bows were tied to the corners and whether of satin or tarlatan—with a dozen other details that leave

the mind of the general reader hopelessly confused. But the would-be entertainer follows the description as she would a fashion plate and mentally notes the points to copy. There is no doubt that the department would be much more interesting to the average reader if presented in a condensed form with only the distinguishing features of each party given—in some cases this would mean little more than the names, places and dates—but to do this would necessitate the disappointment of a large body of regular readers who are after all the chief ones to be considered.

QUESTIONS AND ANSWERS.

The readers of the Printer-Journalist have not sent in many questions connected with the work of the local department of a newspaper. A dozen questions, criticisms or suggestions every month would greatly add to the value of this column. If editors will send in specimens of reporting for criticism and comment the result may be mutually advantageous. The following inquiries cover all that have been sent in during the last few weeks:

"Where can I learn journalism by mail? Would you advise this method of preparing for newspaper work?"

The art of newspaper writing is taught by a "Correspondence College" at Detroit and by another at Washington. A third has been founded within the year at New York. They may do good work, but the promises in their advertising matter are a little hard to fulfill. The cost is all the way from \$15 to \$50 for a term of lectures by mail, including corrections of manuscript and individual advice. An aspirant for journalistic honors who has money to spare may not go astray by taking one of these courses. Preparation of almost any kind will be of some service after apprenticeship on a newspaper has begun. This would not be a bad place to suggest that if a young man has a foundation of good horse sense and a fair education, his best preparation for undertaking the work of a reporter is to read, analyze and compare the local writing in a few of the best papers within his reach.

"How much shorthand must I have before I can get a place as reporter on a city daily?"

Not any, unless you intend to seek a place in England. The idea prevails in American newspaper offices that to keep up shorthand requires so much attention that a man will have little energy or originality for the more important work of a reporter. When a speech is wanted entire the rule is to get the manuscript, or to send out for a professional stenographer—preferably a court reporter—who will be able to take it down correctly and transcribe it without much delay. In his ordinary work a newspaper reporter would not get enough practice in rapid writing to keep him in efficient condition. The ability to condense a speech in a rapid and legible and accurate "long hand" is a vastly more important accomplishment in the eyes of the average city editor than any ordinary ability in handling shorthand. Some of the most successful reporters develop a system of abbreviating which helps them greatly when they have sentences here and there in a speech which they wish to take down verbatim. Sometimes these systems are based on shorthand and sometimes they are arbitrary little marks that the reporter has learned to associate with certain things. Any man will be able to develop a system of his own without the slightest knowledge of shorthand. Thus "e" can be used for "the," "a" for "that," and a dot above the line can stand for "ing." Some men take the Phillips telegraphic code or some other similar abbreviations, and by developing the idea still further manage to get a very rapid and workable cross between long and shorthand. The advantage of this sort of system is that it

grows under one's hand while he is doing his regular work, and no time is spent in studying principles and systems.

"In your description of the work of gathering election returns you say nothing about sharing the work of getting the figures with a competitor. Would you not recommend co-operation in a case of that kind?"

In the case mentioned co-operation was not attempted for the reason that there was no morning competitor to share the labor. When any strictly routine matter like the collection of election figures, the printing of a message or the presentation of public statistics is on hand, editors and reporters would be foolish if they did not divide the work and share in the finished results. As a rule nothing is to be gained by quarreling with the men on the other paper. It is entirely right to be always keenly on the lookout to secure superiority in the finding of news and in the style of its presentation, but this does not necessarily bar the members of the different staffs from being agreeable always and often mutually helpful. One of the pleasantest little items in the Nebraska press after the late election was the rejoicing of a country editor over having "skinned" his vile contemporary in their annual game of seven up to determine who should set up the election table of the county for the joint use of both papers. It would have been foolish for both offices to set up this big table, and the boys simply engaged in a social game to decide who should do the work. That is a form of co-operation that is both pleasant and profitable.

THE PAPER TRUST ROBBERY.

(From the Chillicothe (Mo.) Constitution.)

The paper trust has doubled the price of printing paper during the last six weeks and newspaper publishers are seeking relief from the trust's merciless exactions. The publishers must be relieved of the present high prices of paper or advance their subscription rates. The trust is "holding them up" for most outrageous prices on paper and the publishers will suffer if there is no relief from the highway robbery. A bill was introduced in Congress Tuesday by Congressman Bellamy, of North Carolina, repealing the duty on material used in the manufacture of writing paper and reducing the duty on printing paper one-half. It is an important measure to every newspaper in the United States and promises relief from the robbery they are now subjected to by the paper trust. The bill should be passed without delay.

SOMETHING HAPPENED TO HIM.

(From the Pomeroy (Iowa) Herald.)

It isn't very often that the Herald has anything to say about its editor, but something happened Sunday evening that will amuse the reader if it didn't us. Mrs. Larmon went to church and left us to take care of the baby during her absence, as has been her usual custom. All went well until the infant woke up. The baby howled and nothing would stop him. Finally we concluded to resort to strategy and donned our wife's night robe in the hope that the youngster would think we were "mamma." This had the desired effect, but when peace was restored and time dragged wearily we concluded that we must have a smoke. But when we had comfortably seated ourselves beside the cradle, with a cigar in our mouth, even the infantile mind penetrated our disguise and set up a howl that continued until his mother arrived. Even babies know that Pomeroy mothers don't smoke. Thus it is that man's appetite has got him into trouble almost since the time of Adam, and frequently interferes with the accomplishments of genius.

THE JOB PRINTER.

By Charles H. Cochrane, New York.

I WISH that every job printer in the country could have heard a paper read recently by C. A. Frailey, foreman of the John Polhemus Printing Co.'s composing room, before the New York Typothetae, on "The Management of a Composing Room." In that house a great deal of rush work is handled, and, with a force of fifty to seventy-five compositors, the getting out of several large rush jobs at the same time without confusion or collision, is accomplished by dint of excellent system. Imagine a composing room run on the plan of a fire department, with all the material instantly available, and every man ready for action, and you have the conditions that prevail under Mr. Frailey's management. He has instituted a simple method of bookkeeping to inform himself as to the number of full cases of each sort of body type in the office, and the amount of dead type of each kind available. When a rush job, as a law case, comes in, he consults the entries on his list, and knows at a glance how many full cases there are of the required type, and how much dead type is to be had. The cases are all numbered, and the record also shows where they are, so that there is no time wasted in looking them up. The plan is so simple that a new compositor in the office can grasp it in two minutes, and know where to find type and cases as quickly as the oldest hand. If sorts are wanted, these are also kept in boxes, marked on a system, so that they can be had without loss of time. Cases of display type are cared for with the same system, so that there is never any such thing as losing track of a case, or not knowing where dead sorts may be found. Of course the system in its entirety would not be suited to offices of a different class, or to small offices, but the principles involved are applicable to all composing rooms, which should be so arranged and systematized that every workman may know without hunting, where anything or everything in the way of type is located. In the average printing office the men know pretty well where the cases belong, but there is no way provided for a compositor who finds a case missing from a rack to know where it has gone to, except the laborious and wasteful one of passing from stand to stand and yelling out the case he wants. In any office where more than three or four compositors are employed, some method should be provided by which the compositor who removes a case from a rack to his frame shall leave some evidence behind him, as a ticket, to show who has the case. The following out of this idea, in a system suited to the size and needs of an office, will save an immense amount of time.

No man should call himself a job printer unless he can run presses. A compositor can afford to remain a compositor, but he has no business to insist that he is a printer unless he can print. Only the man who knows cylinder and platen presses thoroughly, in short a pressman, is entitled to be called a printer. The job printer who works altogether on composition requires to be a pressman also to know how to impose his forms to best advantage, and to do a score of little things that make the work easier for the pressman. For instance, he should know when it is desirable to lock up bearers with a form for a job press, and when to leave them out. In some job offices it is a rule to put bearers in the chases for all Gordon work, provided of course that there is

room for them in the chases. This is a good rule, as the bearers make it easier to get the impression, and insure a ready rotation of the rollers. The real job printer will also know when to lock a job in the center of a Gordon chase and when out of center. Of course they usually go in the center, but if a job is all solid type or cuts at one end, and a few light rules at the other, it is often best to throw the heavy part in the center, disregarding the position of the rules or light work. If bearers can not be used on such a job, it is then commonly a necessity to have the job locked up in the way described to get a proper impression on a Gordon.

The real job printer in imposing a form will also exercise more care, to observe that any cuts or plates going in with the type are of the proper height, than will a compositor who is not a real printer. The pressman cannot be expected to print a cut that is a six-to-pica lead high or low in any proper manner without unlocking the form. He can adjust a few thicknesses of paper one way or the other, but when it comes to a considerable difference, it requires to be made right in the form, and the compositor should be pressman enough to see to this when the form is first locked up. The real job printer in imposing book pages will be more certain to lock them squarely so that they will back properly than will the compositor or stone hand who has never tried to back a form skewed in the lock-up.

The modern pressman who knows nothing of type, and the compositor who knows nothing of presswork, are each a trial to the real job printers who know both branches of the business, for of necessity they do many things wrongly, through a lack of knowledge of all the requisites of the other branch. Every young man in the composing room who feels a lack of information as to the details of presswork should make it a point to hang about the pressroom, and learn all he can theoretically, and every press-feeder and young pressman should try to gain knowledge of the composition end of the business in the same way. Time spent out of hours in studying up the other branches of the trade is time well spent, for the more a workman knows the more salary he can command.

Paul Nathan has been writing a book for job printers, and from an advance sheet I take the following as to getting out paper for the job room:

"In determining the required amount of paper for a job, first be sure of your size, then the weight, quality and price. Beginners sometimes forget that if sixteen pages go on one side of a sheet that it is necessary to allow but one sheet to thirty-two pages, and until a habit is established of regarding this simple point any estimator is apt to make a big bungle in figuring his paper on a job. Five per cent. should be added for waste of paper in printing. In calculating on paper that has to be cut from larger sizes, one must bear in mind that if the job is to be run two or four on a sheet that it may not cut as well, involving more waste. Sometimes the paper can be got out more economically by making up a form the long way. If a certain job cuts conveniently nine to a sheet, and several are to be run at once, it will probably be better to run three at a time than to run four and waste paper; but it may be practical to secure a larger size of paper of the same grade and run in fours. All these things have to be borne in mind when making the estimates."

The man who makes progress in this world is the man who thinks. This is as true of printers as of any other class of trade workers. If you want to get ahead in the job room use your brains and common sense. Do your work well, and look out for advancement. First observe things, and

then consider. If you are under an incompetent foreman, remember that some day the proprietor will ship him, and that if you are known to be capable and thorough that you may get the place. If you are under a competent foreman, try and make him your friend, and get him to instruct you in any niceties of work in which he is your superior. Try and relieve him of any details of oversight of your own work, that he may come to rely on you. Then when an assistant foreman is wanted, or when the foreman is promoted to a superintendency or partnership, you will be the next man in line. If you find yourself under a foreman who is personally very antagonistic, and you see that there is no chance for promotion in the office, look out for another place. The man who gives up the effort to advance never will be advanced. When you once confess to yourself that you have reached your limit of progress, be sure that others will look upon you as a "hasbeen."

"How can I always be sure to set a job so that it will be tasty and attractive?" This is the sort of query often put forth by the young job printer. You cannot always make good display of a job. You may not have the type or sorts, or the wording may be such as to preclude the best effects. But you can always make a decent looking job if you have tolerable taste, and if you will study the effects of the best printers. Once you grasp the essential idea of harmony in type effects, you are all right; if you cannot get that, you are sure to be all wrong. No one can tell you just how to do this; you must observe and study. If you find that it is not in you, give up trying to be an artistic compositor, and devote your efforts to excellence in other directions. A good stone hand or a man known to always set a good proof from difficult copy is as useful and commands as much pay as the fellow who twists rules and plays fancy tricks with the types.

A NEW KIND OF CHASE.

CHICAGO, ILL., December 15, 1899.

Editor NATIONAL PRINTER-JOURNALIST:

Dear Sir:—Returning from the Philippines I purchased the November number of your excellent journal for the purpose of getting in touch again with the art of printing, and to feel the pulse of my Brother Craftsmen who have been devoting their lives to the profession while I was helping at San Francisco, Cal., to mobilize the volunteers for service in the Spanish war, and afterward caring for them away off in the Philippine Archipelago.

Among the other articles which attracted my attention was "The Job Printer" by Charles H. Cochrane, of New York. Being a practical printer myself, I cannot refrain from endorsing the very practical suggestions offered by Mr. Cochrane, and I sincerely wish that every printer in America may read and profit by adopting his suggestions.

I would like to add to the article something that has just been brought to my notice by my old foreman. It is an entirely new device for locking up forms, and will be known as D. S. McGreal's Combination Chase. Some twenty years ago I adopted in my printing office, after conferring with Dominick S. McGreal, who was then my foreman, the Hemple Quoins; later I adopted steel furniture instead of wood furniture, and now comes McGreal with his latest and the very best invention for the saving of time and furniture. It will prevent the springing of the form which is so apt to throw something off its feet or loosing leads, quads, etc., to work up, thus spoiling paper and delaying the press.

Every printer knows what an immense capital is tied up at present in the old wrought iron chases—almost dead

capital because of the different sizes of chases required to be kept in readiness for various forms, and even then forms have to be unlocked and presses kept waiting and sometimes the forms become "Pi" before they can be taken care of. The new invention of D. S. McGreal will be found a blessing.

I take pleasure in bringing this combination chase to your attention, and hope that you will investigate the same and aid Mr. McGreal in placing his invention on the market.

Yours very truly,

JOHN B. JEFFERY,

Formerly Manager of the Chicago Evening Journal.

TOM B. WOOSLEY.

The subject of the following sketch was born in Iowa in 1875. When very young he manifested newspaper instincts, and was correspondent for the home papers when but a boy. Soon after the opening of the Oklahoma Territory, he went to the new country. He identified himself with the printing business, and began the work of learning the profession from the bottom. In 1896 he joined Typographical Union No. 258 at Guthrie, O. T., and was employed on the State work of the Territorial Legislature. Soon after the adjournment he became owner and editor of the Mulhall



TOM B. WOOSLEY, MULHALL, O. T.

(Oklahoma) Weekly Enterprise, which publication he still owns and continues to improve. Mr. Woosley has the distinction of publishing the only all-home print weekly in Oklahoma in a town of less than a thousand population. He has conducted his paper on a strictly home policy, too, and refuses to accept advertising from firms outside of his own town, when such advertising will affect his merchants.

Mr. Woosley was chosen a delegate to the National Editorial Convention at Portland from Oklahoma, and has just been elected as a delegate to the convention at New Orleans.

NEW OWNERS OF THE KANSAS CITY TIMES.

The purchase of the Kansas City Times by A. A. Lesner, J. S. Sullivan and Judge Chrisman, with Mr. Lesner, an old newspaper man who wandered from the fold only for a short time to accept a state office, in editorial charge, seems to be considered very fortunate for the paper and to promise well for the new editor and proprietors.

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6 A 30 Point Stillson \$3 60

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ENGRAVERS ROMAN IS THE HANDSOMEST SERIES OF TYPE
EVER MANUFACTURED FOR ALL CLASSES OF HIGH-GRADE PRINTING
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SUCH AS NOTEHEADS, LETTERHEADS,
ANNOUNCEMENTS, ADDRESS CARDS, INVITATIONS

18 A 6 Point Engravers Roman No. 3 \$1 15

ALL THE RAGE THE WORLD OVER
AND ITS EQUAL HAS NEVER BEEN MADE

18 A 8 Point Engravers Roman \$1 55

BEWARE OF IMITATIONS
ORIGINAL ENGRAVERS ROMAN

15 A 10 Point Engravers Roman \$1 75

IS SUPERIOR TO ALL
OTHER MAKES WE ARE

12 A 12 Point Engravers Roman \$2 00

ORIGINATORS
THIS USEFUL FACE

8 A 18 Point Engravers Roman \$2 50

FINE SERIES

6 A 24 Point Engravers Roman \$2 75

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16 A 50 a 8 Point Stationers Text \$2 75
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10 A 40 a 10 Point Stationers Text \$3 00
 Melodious Music Rendered

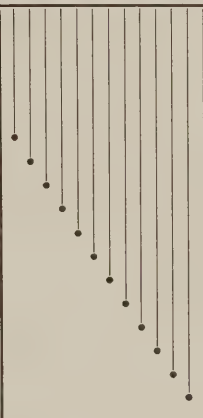
10 A 30 a 12 Point Stationers Text \$3 25
 Magnificent Photograph

6 A 18 a 16 Point Stationers Text \$3 50
 Annual Society Ball

5 A 15 a 20 Point Stationers Text \$3 75
 Molton Reader

5 A 10 a 24 Point Stationers Text \$4 25
 Opera Chair

COMPLETE WITH FIGURES.

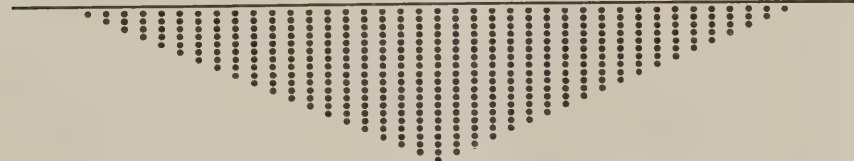


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BAKED CROWS FEET GARNISHED WITH GREEN SEA MOSS
1234567890

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SNAKE ON TOAST FRICASSEE FLY WINGS
RICHEST SKUNK SOUP FLAVORED WITH ONIONS

40 A 6 Point Menu No. 3 \$1 75

MUSIC BY POLLY PARROT BAND
MIXED DRINKS OF BUG JUICE AND ALOES

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GREEN FLIES COOKED WITH GALL
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24 A 10 Point Menu No. 5 \$1 75

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RED PEPPER PIES A LA MODE

20 A 12 Point Menu No. 6 \$2 00

TOASTS BY SIX BABOONS

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FROGS ORCHESTRA

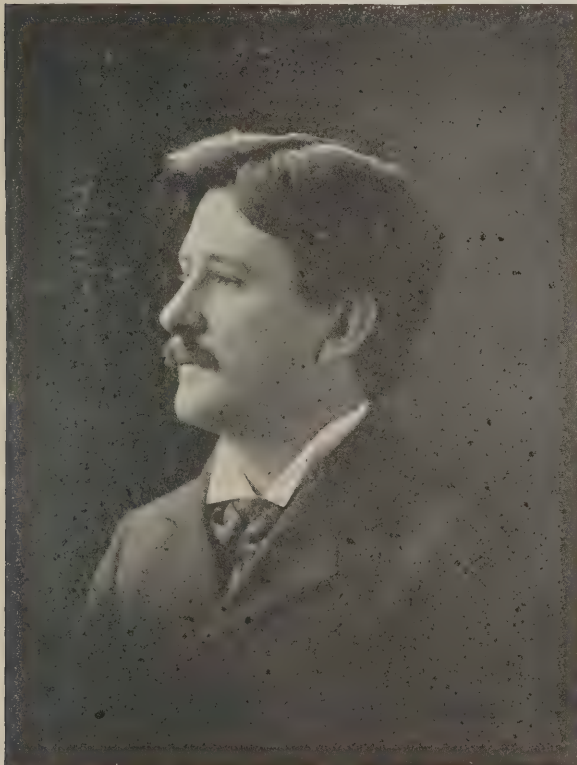
COMPLETE WITH FIGURES.



MANUFACTURED BY
BARNHART BROS. & SPINDLER,
CHICAGO, ILL.

THE ADVERTISING MANAGER.

MR. W. E. HERBERT, the son of the editor of this paper, has accepted the position of Advertising Manager and will open an office in New York city the 1st of May next. He has been familiar with printing-offices from boyhood, having been connected with offices in Red Wing, Minn.; Indianapolis, Ind., and Chicago, Ill. He chose for himself the profession of dentistry and took a thorough three years' course in the Northwestern Dental College of Chicago and has had two or three years of successful practice at Evanston, Ill. Yet, like nearly all others who have had the touch of printers' ink on their fingers, he felt a desire to get once more in touch with the art that serves every other calling and that contributes to the pres-



DR. W. E. HERBERT,
Advertising Manager of the National Printer-Journalist.

ervation and advancement of all other arts. We feel that the National Printer-Journalist can cordially recommend him to all friends of the paper, and especially to all who wish to secure business publicity through its pages. He is now absent in New York city and his portrait is presented herewith to make more complete his introduction to our friends, the friends of the paper, of the calling, and of the National Editorial Association, to advance the interests of which this paper exists and to which for the past twelve years it has rendered faithful service.

CUP FOR MR. DE VINNE.

Theodore L. De Vinne, dean of American printers, was the recipient of a solid silver loving cup, a token of esteem from his fellow printers of the Typothetæ and a souvenir of his seventy-first birthday, which occurred on December 25. For more than thirty years Mr. De Vinne has been one of the most active master printers in New York and has been

indefatigable in his work for the advancement of trade interests and bringing the book and job printers into a harmonious organization. A year ago Mr. De Vinne retired from the presidency of the Typothetæ, and the members decided to express their appreciation of his services in some substantial manner.

A PAPER "UP TO DATE" AS AN ADVERTISING MEDIUM.

Up to Date, by the Up to Date Publishing Company, J. H. Everett, manager, Indianapolis, Ind., is all that its name implies. It believes that advertising should be proved remunerative to advertisers and has a system of record cards, to which reference has been previously made, to establish just what direct returns in letters of inquiry and then of purchases are realized. This paper shows and proves its circulation through the best known methods and refers with confidence to present advertisers for proof of advertising value. The way in which the claims of Up to Date are stated carries conviction. Take, for example, the following: "Ask any of our advertisers this question: 'Do you know of any agricultural paper that will pay me better, cost considered, than Up to Date Farming and Gardening?'" The paper is always on top as well as up to date, with a circulation of 75,000, advertising rate of thirty cents a line, and results good for advertisers.

PRIZES FOR FINDING TYPOGRAPHICAL ERRORS.

The Nebraska Press Association meets at Lincoln, Neb., January 23 and 24, at Lincoln, the State capital, with a splendid programme. We have very pleasant recollections of meeting with the Association in Lincoln in January, 1888, notwithstanding the blizzard that opened up the afternoon of the first day of the session. The Secretary offers \$10 to the member in attendance who finds and marks the greatest number of typographical errors in the programme, and \$5 as a second prize.

TRAGEDY IN A PRINT SHOP.

(From the St. Joseph Daily News.)

Sunday night Charles H. Harris, editor of the Belden News, shot and instantly killed Hark Blenkiron, of Atkinson. The News office was the scene of the crime.

Blenkiron, an old resident, took exceptions to an article printed in the News and called upon Harris to have him retract it. During the excitement that followed Harris drew a revolver and, as Blenkiron advanced, shot him. Blenkiron walked but a few steps and dropped dead. Blenkiron leaves a wife and family, who are now at Atkinson. Blenkiron was a giant in size and a bully in character. Harris claims that he shot in self-defense.

WELL-CONSIDERED LIST OF SUBJECTS.

The holiday issue of The National Printer-Journalist (National Editorial Association, Chicago) is handsomely printed, of course, and in the course of a well-considered list of subjects in its line shows how wonderfully civilization's advance has carried on the art of printing and illustrating books and papers during the past fifty years. The cuts shown afford an astonishing contrast with the handsome half-tones of the following pages in the same number. The printer-journalistic folk, to judge by their trade magazines, are studying night and day to make perfection more perfect. In 2000, A. D., what will it be?—Boston Globe, January 3, 1900.

National Printer-Journalist

Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY.

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

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334 Dearborn Street, Chicago, Ill.*

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In England, 10s. 6d.

May be obtained in England from the International News Company,
Breems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - JANUARY, 1900.

It is wise in newspaper personals to always connect each item with some fact or circumstance of general interest. If a traveling man is to be mentioned, see him, if possible, and get some fact with regard to trade or the places he has visited. Traveling men gather a good many items of value as well as stories of interest. There should be life-blood in every item in a newspaper.



In what we have said elsewhere this month on "monopolies" or "trusts," we do not want it to be understood that we are indifferent to the fact that there are wrongs to be righted by an earnest, conscientious press. There can be no exclusive rights in a republic. Yet through great wealth, either in individuals or corporations, oppressions are possible and should be resisted. Any man who selfishly stands in the way of another's rightful opportunity is in one sense a greedy monopolist. Every one who accepts pay for services not rendered or for goods not furnished is a thief. In this sense a man of small means, to the extent of his power, may constitute himself a "trust" as much as may a great corporation or a man of wealth. Whoever tries to crush out another by unfair competition is guilty. If any man deliberately declares—or acts on the principle, whether declared or not—that he will ruin the business of a man who does not buy his goods or through his establishment, such a man is an offender against the rights of trade and should be jailed or fined. Illinois has a law that the officers of corporations shall report under oath

as to whether connected with a trust or not and pay a dollar for the privilege of filing such affidavit. Such a law is ridiculous and unconstitutional. Corporations, through uniting small sums of money, may be effectually used as a means to successfully resist the power and oppressions of the selfishly rich, as well as for the promotion of some needed local industry and the affording of employment for idle capital and idle labor, for the benefit of all. The press should discuss such questions in an intelligent manner and not permit demagogues to get into power through a meaningless cry against corporations, trusts, and monopolies while their palms are tickled with the gold of the greedy rich.



On the day that the present issue of the National Printer-Journalist is being mailed the printers throughout the United States are uniting in the celebration of the one hundred and ninety-fourth anniversary of the birth of Benjamin Franklin, printer. His name should be alike the inspiration of the journalist and craftsman. He was a printer-journalist of the highest order and may well be taken, now, a hundred and ten years after his death, as the highest and most perfect model in both branches of the calling. His close sympathy with humanity and his genuine love of the art made him all that he was. He has had some noble successors in such men as Horace Greeley, George D. Prentice, William Cullen Bryant, Henry W. Grady, George W. Childs, Charles A. Dana, and Henry Watterson; but none have reached to the broadness, the height, the all-around completeness, fullness, and greatness, in the art and profession, of Benjamin Franklin. He stands forth as the unequaled idealization of all that lends dignity, greatness, unbounded usefulness, influence, and success to the calling and to the man. It has been recently well and truthfully said by the Pioneer-Press of St. Paul:

Among successful living journalists there are several who keep up a constant flow of gifts, quietly bestowed, which enrich the records of benevolence in the communities where they live. The generous spirit of Benjamin Franklin, "the patron saint of American printers," seems to have permeated very nearly the whole of his trade posterity.

It was this "generous spirit" that secured Franklin's greatness. No man whose heart does not warm toward the hearts of his fellows has any place as a newspaper man. The mere commercial spirit that counts only costs and gains in dollars and cents is like the chill of the cold summer, that blights, withers, and kills all vegetation, bringing want and hunger. It is the commercial spirit that reaches everywhere that is destroying the benevolent influence of the press, degrading the pulpit, venalizing and corrupting the judiciary, the legislative, and executive departments of government, and making the oppressions of wealth and unholy combines possible. The editor who has no love of art for its ennobling and inspiring effects and influence, no idea of duty above gain or personal thrift, no aspiration above self and the overthrow and climbing over and

above his fellow men, has already found a hell within himself and will soon convert the community in which his paper circulates into a blazing hell of strife or a pit of hopeless corruption, or a poisoned pool of stagnation and death.



The idea that an editor or publisher should of necessity be unpopular is as foolish as it is injurious. The newspaper man who finds himself generally disliked needs to devote a liberal amount of his leisure to the study of himself and his methods. There is an offensive self-assertion, a falsely claiming for oneself the originating of all improvements, reforms, or worthy measures, that will render any man or newspaper disgusting. On the other hand, there is a weakness, a subserviency, a dull conservatism, a slavish following some clique or political demagogue that will bring loathing. A newspaper stands, to a very great degree, as a representative of its city. If it is so slovenly in its mechanical execution or so conducted in its editorial, news, or local department as to be a cause of shame to the citizens, there is every reason to expect its editor or publisher will reap the full harvest of dislike that is richly deserved. There is a certain necessary degree of discretion and diplomacy, as regards the personality of the editor, that should never be forgotten, yet there is no field in which more honest independence and the manifestations of more earnest personal conviction are allowable. The editor may even be a terror to evil-doers and still retain their respect and a very substantial kind of good will. No other calling has the ability or the opportunity for so general or effective service as has the newspaper, and if the editor really has a heart in him he ought to be a brother to every worthy man in the community, immensely popular with both the men and women. He is circumscribed by no church, no one interest, no one industry or establishment. The whole vast realm of human efforts, interests, purposes, plans, hopes, and aspirations are his to foster and to help. The people will not fail to discern a true spirit of helpfulness, nor fail to recognize industry, ability, manliness, independence, zeal tempered with reason, public spirit, and honesty. If a newspaper man is indolent, selfish, vain, unmindful of the interests of his community, or of any interest therein, showing his disregard for his constituents by printing a dirty sheet typographically, dull and lifeless as to matter, he deserves to be unpopular and should quit the business and hire himself out as a stable boy or to feed swine. The man who thinks that because he owns a newspaper he must be permitted to loaf around and claim support merely because he has a local publication that misrepresents the very best possibilities of the town and county ought to be drummed out of the calling. If a man finds that he can not win the friendship of the best people in the community, and the respect by fair treatment of even

those whom he is compelled to publicly censure for their wrongdoings, then he had better give up the vocation.



The types and the printing press have often been pointed to as the great enlighteners and civilizers of the world, and next June the five hundredth anniversary of Gutenberg, the inventor of printing by movable types, is to be celebrated at Mayence on the Rhine. An international exhibition of printing will be one of the important educational features of the occasion, and the erection of a suitable monument will be the means of preserving an ever-present ocular reminder of the event through coming centuries. The occasion should be made the means, through comparison and suggestion, of farther advancing the art which has become the treasure-house of all knowledge. The types have for the most part been used as a means for general enlightenment and the advancing of the condition and rights of man. This anniversary should cause all good citizens, and especially all master or employing printers, to unite in driving from the sacred chapels or precincts of the art all the ignorant, brutal, and dissipated; all who would use their connection with the calling, either directly or indirectly, to corrupt, vitiate, or demoralize the people; all who would seek, through false teachings and the holding out of false hopes, to bind those whose faith is unfaltering in the printed page with chains of slavish superstition, prejudice, envy, jealousy, or hate; all who through combinations, brutality, and violence would seek to establish injustice or to interfere with the liberty and rights of others. Woe to the people should the types ever come more than now to be controlled by the immoral, unjust, and vicious. This is not to be expected; and the meeting of intelligent craftsmen—the masters of the art—ought, as suggested, to be made the occasion of grand advances in knowledge and true enlightenment, of greater and more general art feeling and intelligence in the calling, of higher standards of ethics, of art and of virtue, and a broader liberty that is considerate of the rights of all.



Although not intended for publication, we can not deny the pleasure to our friends that will come from the reading of the following graceful note from Mrs. Eugene Field permitting the printing from the copyrighted book "Lullaby-Land" of that little poem "Good-Children Street" in our present issue:

B. B. Herbert, Esq.

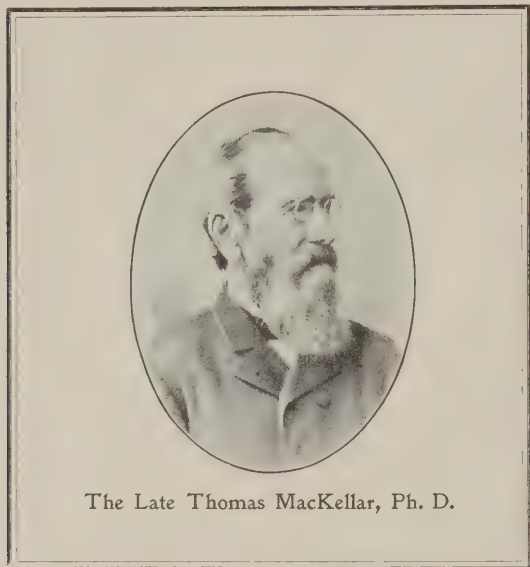
CHICAGO, January 17, 1900.

DEAR SIR: It will give me much pleasure to have the little poem you propose to use used in this particular way. I remember so well my husband's fondness for Mr. Baker's little girl, and also the joy and pride she is to her father and mother, and if your arrangement of the verses give them momentary pleasure I shall have great pleasure in the thought. I thank you very much for your wish to aid the little book from which the poem is taken, and for your useful protection of our interests.

Most respectfully, MRS. EUGENE FIELD.

DEATH OF THOMAS MAC KELLAR.

In the death of Thomas MacKellar, Ph. D., of Philadelphia, the printing trade of America has lost one of its most worthy, useful and famous members. He was at his death the senior member of the MacKellar, Smiths & Jordan, or Philadelphia, branch of the American Type Founders Company. His life had been largely devoted to enthusiastic and successful efforts toward the advancement of the printer's art. He died at his home, "Woodnest," 5305 Boynton street, Germantown, Pa., at 4:10 a. m., December 29. The immediate cause of his death was heart disease, hastened in its work by a severe attack of pneumonia. He would have been eighty-eight years of age next August, he having been born in New York city, August 12, 1812. His many years of hard work, of twelve to fourteen hours a day, shows that enthusiastic labor, inspired with



The Late Thomas MacKellar, Ph. D.

noble purpose and a love for one's calling, is conducive to long life and happiness rather than detrimental. He died full of years and honor, blessed with troops of friends and wealth, leaving an estate estimated at a million dollars. The Philadelphia Bulletin gave an extended history of his useful career, from which we glean the following:

He learned his trade in the office of a weekly newspaper, the New York Spy. The first day he entered the printing office he learned the case, showing evidence of a clear head and retentive memory. The paper was printed on an old Ramage press, which had a stone bed and a wooden platen; the platen being only half the size of the bed, two pulls were needed to print one side of the sheet. The inking balls were of felt, and two men were required—one to ink the form, the other to run the press. The Commercial Advertiser, in the neighborhood, was printed on a one-pull Columbian press, invented by George Clymer, of Philadelphia. This was an imposing machine, with many levers, the last one with an eagle on its end rising and falling as each sheet was printed. A skillful pressman ran off two hundred and fifty copies an hour on it, printed on one side only. This was considered a fine performance. It was his inordinate thirst for reading that first induced him and fixed his determination to become a printer. Here a large field was open to him for the gratifying of his desire for reading. He had, in a literary sense, devoured everything at home, and committed to the storehouse of his mind all the contents of the books he could borrow, and his craving for knowledge seemed almost insatiable; but, as to the key of success, he saw that the end he aimed for was to be won through the medium of hard, intense work.

Death carried off his father and mother within a space of seven weeks of each other, when he was eighteen years old. Being the oldest son of the family, he assumed a large portion of its cares and responsibilities. His energy and talent soon made him the acknowledged leader among the youth of the establishment, and he became the peer of the best workmen. He then devoted himself to the practical

part of printing, the handling of type and forms, and working the press. The difficult and perplexing work which was given to him he delighted in, as plain, solid typesetting was too monotonous and devoid of interest to his active mind.

Having served a thorough apprenticeship in the establishment he was graduated a skilled artisan. April 27, 1833, Thomas MacKellar arrived in Philadelphia and three days later he began work as a proofreader in the type and stereotype foundry of Messrs. Johnson and Smith. His purse was slender, but he felt that hard work and well-earned character would become his capital.

Then began the struggle of his life for success. Eleven hours a day, sometimes fourteen, proved a heavy task for young MacKellar, but he felt that close application and a good reputation would in the end win, and they did. After performing his double duties for some years, he relinquished proofreading and devoted himself to the management of the composing-room, where more than twenty books were sometimes in hand at the same time. Many volumes by native and foreign writers passed under his eye—works in Greek and Hebrew, such as the Greek Testament and Hahn's Hebrew Bible. For the latter, as well as for music typesetting, he had to train special compositors. The various sorts of literature which passed under his supervision made his brain a composite encyclopedia, and he acquired an amount of general knowledge that served him well in after years.

In 1845 Mr. MacKellar was taken into the business as a partner, together with the two sons of George F. Smith, the title of the house becoming L. Johnson & Co. The business grew in importance and magnitude, but competition was unscrupulous, and over forty years ago Mr. MacKellar proposed that the publishing house should send out an exploring agent to South America. Mr. Johnson favored the proposal, and books were sent in advance to various points, followed by the traveling agent, who went down one side of the continent, crossed the Andes and returned home on the opposite side of the country. As a result of this enterprise South American orders for material are seldom absent now from the order books of the house. After the death of Lawrence Johnson, in April, 1860, his interest was bought by the three junior partners, Thomas MacKellar, John F. Smith and Richard Smith. Peter A. Jordan was also admitted into the new organization.

In 1855 Mr. MacKellar bought out the Typographic Advertiser, which shortly became famous among printers at home and abroad for its beauty and for its specimens of the new styles of type produced in the foundry.

This periodical was edited by him for thirty years, when he transferred the labor to his son, William Brasher MacKellar. Mr. MacKellar afterward issued the American Printer, which has been published for twenty years.

Mr. MacKellar had now reached the pinnacle of his ambition, being the chief of the largest and most celebrated type foundry in the world. In those latter years he has seen this foundry extending its ramifications over the civilized surface of the globe. Depots of supplies reaching from the east to the far west, and from the north to the south, have been established in various parts of North America. In its sphere also is embraced an agency in London, and another in Australia. In point of excellence the quality of the productions of this foundry is unsurpassed.

In the rare leisure intervals afforded by an exacting business, on walking home to dinner, or in a quiet evening home, the poetical spark which in his younger days he was forced to hold in abeyance, now, as he gained in years and position, burst forth into flame, and his heart gave utterance to the genuine eloquence of poetry. His first piece, "The Sleeping Wife," was published in the Public Ledger, and was written while yet unmarried. Rev. John Hall, D. D., now of Trenton, early encouraged him and published several of his poems in the Sunday School Journal. Mr. Joseph R. Chandler also was very friendly to the rising young poet, and inserted several of his effusions in the United States Gazette, but at first added the doubting introduction, "This piece comes to us as original." With the genial Mr. Joseph C. Neal he had a close acquaintance and literary sympathy. For nearly two years Mr. MacKellar wrote a weekly piece for Neal's Gazette, under the nom de plume of "Tam," and which created no little stir at the time.

He had thus acquired considerable reputation by his contributions to periodicals, before he ventured to launch a whole volume upon the uncertain ocean of literary criti-

cism. But the success of his first enterprise encouraged others, and he is favorably known to the public as the author of several volumes. His first publication was "Droppings from the Heart;" then came "Tam's Fortnight Ramble," followed with "Lines to the Gentle and Loving." In his latter years he revised these works and compiled them with other writings, and issued them under the title of "Rhymes Atween Times."

His "Hymns and Metrical Psalms" came from the press at a later period. Two editions of the former and three of the latter have been printed.

The following is a characteristic selection from "Hymns and Metrical Psalms:"

Sometimes in quiet revery,
When day is growing dim,
The heart is singing silently
A sweet unwritten hymn.

The strains are not to measure wrought
By cunning of the mind,
But seem like hymning angels brought
From Heaven, and left behind.

The misty hills of bygone grief,
Once dark to look upon,
Stand out like blessings in relief
Against the setting sun.

The rain may fall, the wind may blow,
The soul unhindered sings,
While, like the bird 'neath sheltering bough,
She sits with folded wings,—

A brief and pleasant resting space,
A glance at Beulah land,
Before she girds herself apace
For work that waits the hand.

Then giving thanks to him who pour'd
Refreshments in her cup,
She hears the calling of her Lord
And takes her labor up.

Mr. MacKellar was married in 1834, and he then became a member of the old Pine Street Church, twelve years later being ordained an elder. Later he was elected an elder in the First Presbyterian Church in Germantown, and served for many years as president of its board of trustees. He has been a director of several insurance and trust companies and was president of the Type Founders' Association of the United States. Up to the time of his death Mr. MacKellar was also a member of the Historical Society, the Academy of Natural Sciences and other organizations. The honorary degree of Doctor of Philosophy was conferred on him some years ago by the Wooster University of Ohio.

No words will perhaps better describe the man than his own:

A POET AND HIS SONG.

He was a man endowed like other men,
With strange varieties of thought and feeling.
His bread was earned by daily toil; yet, when
A pleasing fancy o'er his mind came stealing,
He set a trap and snared it by his art,
And hid it in the bosom of his heart.
He nurtured it and loved it as his own,
And it became obedient to his beck;
He fixed his name on its submissive neck,
And graced it with all graces to him known,
And then he bade it lift its wing and fly,
Over the earth and sing in every ear
Some soothing sound the sightful soul to cheer,
Some lay of love to lure it to the sky.

A large part of the fortune amassed by Richard Smith, for many years the partner of Mr. MacKellar, was left by will for the establishment of a children's playground in Fairmount Park and a memorial arch of massive proportions which is now being erected near Belmont avenue, in West Fairmount Park. The money devised for these two purposes exceeds \$500,000. The children's playground has been fitted up in the East Park and is being maintained by a trust fund for the enjoyment of those for whom it was intended. The memorial arch, when completed, will be one of the most remarkable architectural structures in the country. It includes two commanding towers, at the ends and

in the center a series of colonnades, upon which there will be the statues of distinguished generals and citizens of Pennsylvania.

We have given so much because we feel that his pure, earnest, industrious life, with a general devotion to his work and to objects that were ennobling, should prove a benison to all printers. He had no time to quarrel with employers, to find fault with his wages or condition, or for dissipation. He made himself useful and necessary, and became the helpful friend of those for whom he worked and, very soon, their valued associate in business. He had no need for vapid idleness, nor for loafing, nor unemployed leisure, but found a healthful recreation that gave both mental and physical vigor in the pursuit of knowledge and literature. He experienced in all his long life no ennui that had to be enlivened by trifling, vulgarity, folly, fault-finding or dissipation. There is a glory and a joyousness in such a life that makes this earth next to heaven, through the open door of which the broad beams of faith and hope shine forth on an illuminated pathway until the soul takes wings and rises to the glorious throne, and eternal companionship with the good, the wise, the great, the noble and the true for which earth life has proved a perfect preparation.

ABOUT CINCINNATI.

A representative of this paper visited Cincinnati in December and was so pleased with the Queen City of the Center West as to think that the readers of the National Printer-Journalist ought to know more about it, and the result is some very fine views shown herewith and an account of the Cincinnati Typothetae. For the former we are under especial obligations to J. E. Richardson, of the Ebbert & Richardson Co., and for the latter to Mr. George C. James, Secretary of the Cincinnati Typothetae. Our readers, and especially the older members of the National Editorial Association, are not ignorant of the many attractions of Cincinnati, as one of the very enjoyable conventions of the association was held in that city in 1886. Pictures in this issue tell more than words, yet there is romance as well as much of fact that cannot be made known in this manner. The first settlement of Cincinnati was in 1778, but it is stated that its early destiny was influenced by the attractions of a "black-eyed girl," whose early residence here caused a young army officer to report to the United States Government its superior natural advantages over those at the mouth of the Great Miami River. The city was made the seat of government of the Northwest Territory in 1790, and so remained until 1801. Here, too, was located Fort Washington, the principal military post of the territory. These advantages of being both the military and governmental headquarters added to local advantages gave the place an early start that led to the queenly name that she has since borne, though the great expansion through the Louisiana Purchase, the acquisition of Oregon and of Texas and California seem to have rendered the designation "of the West" scarcely appropriate. Hence we have modified the old name by the addition of Central. It is a question whether or not even this appellation ought now to go to some city on the Missouri River. The queenly characteristics of the city still remain. It is a center of music as well as of commerce and manufactures. The early settlers of the region were Revolutionary soldiers, many of them personal friends of George Washington, and they laid the foundation of the city and of the State deep in the ideas of education, religion and freedom. Its parks, monuments, churches and school buildings, its academies of music and art, its great printing offices and publishing houses mentioned more at length in our article on the Cincinnati Typothetae, show the rich fruits of the ideas first implanted in the new settlement. It would take a whole volume to describe these, to say nothing of the great manufacturing establishments, its many railroads, its great commercial buildings, hotels and theaters.

The success of the two great ink factories—the Queen City, mentioned at some length in this month's issue in connection with the sudden demise of John Rycken, the honored manager, and the Ault & Wiborg Company—have made the name of the city as a household word in every printing establishment on the American Continent. The latter, the Ault & Wiborg Company, is not less widely known than its earlier rival. It has been but recently that even printers have seemed to recognize the value of good ink

for the securing of satisfactory results in the "art preservative of arts," which certainly ought to stand right along by the side of the other fine arts, printing, engraving and sculpture, in the perfection of work. Both Mr. L. A. Ault and Mr. F. B. Wiborg are practical men and have devoted their entire time and personal attention to the business. With the latest machinery, the most approved processes, experienced management and a skill that has come through patient investigation and experiment, coupled with liberal advertising, the Ault & Wiborg Company has been able to reach a success that seems almost phenomenal. There is a good deal more in ink-making than most even good printers realize. As was stated in a Souvenir of Cincinnati and Its Resources, published by the Cincinnati Times-Star Co., in 1891: "For fine work it is imperatively necessary to use the best and most carefully prepared ink obtainable, ink that shall have the qualities of permanency, brilliancy and purity of color; that will distribute freely and not smear; that will have such an affinity for the paper that it will dry almost immediately upon it and still remain moist upon the type and rollers; that, in fact, shall be proof against the destructive influences of time and chemical re-agents and shall never lose its color. To make such ink extensive facilities are required, and a long observation of climatic influences and the action of different colors taken in order that the ink may be adapted to the demands made upon it. One feature should be largely expatiated on as a point of difference between this and most other printing ink establishments on this continent; all dry colors used in manufacturing are made direct in its own plant, with an especial reference to their use for printing ink purposes. Buying almost wholly from manufacturers of paints the dry pigments which they use for their inks, the printing ink makers generally, speaking of the United States, are subjected to a disadvantage it is impossible to overcome. Printing inks, to be good, should be made from a better grade of pigments than is found in the factory of any dry color manufacturer, and the faulty properties of the inks now on the market can be directly traced to this source. On this particular feature the Ault & Wiborg Company lays great stress, claiming pre-eminence in adaptation of ink to the work in hand. Every ounce of color is made especially for the printing it is to accomplish. When sent away from the factory, the blacks as well as colored inks have been subjected to a test that has brought out their exact inherent defects or merits and all the faults, if any, have been corrected."

Another establishment in the printing line that has added to Cincinnati's fame is that of the Van Bibber Roller Company. This company is equipping its plant with a full line of cylinders, the finest steel rolls, together with the latest hot and cold water and compressed air systems. Courteous treatment, close application to work and to the needs of customers, and the best possible products, are the rules that control in both the business and manufacturing departments of this old and widely-known house. Van Bibber's "Pressman's," "Regular" and "Rough and Ready" compositions have found their way to the satisfaction of users, into printing offices all over this land. A pamphlet issued by the company on "How to Make and How to Keep Printers' Rollers" furnishes very valuable information. The following from the book on the "Cleaning of Rollers" will prove of value to our readers:

"To clean rollers properly the fluid must fulfill two conditions—it must freely dissolve the ink, and it must not in any way affect the roller itself. No fluid should be used that has any effect on the roller. It sometimes happens that old rollers need wetting or sponging, but you don't want to clean them with a substance that compels you to wet them every time you clean them.

"Both good rollers and new rollers are damaged by sponging.

"No type-wash or any trash advertised to clean rollers should ever be used.

"Anything containing water will affect the roller. Inks are soluble in oils and roller composition is insoluble in oils, therefore oil is the proper substance to clean rollers with. Oils, like alcohols, range in consistency from the state of gas to that of solid. Natural gas is a gaseous oil, paraffine is a solid oil. Lye and alkalis are not true solvents of ink at all; they merely saponify the oil of the ink and enable the ink to be then washed off with water. Probably as good oils as any to clean rollers with are benzine or kerosene; they dissolve the ink freely and have no effect on the roller itself. Notwithstanding the assertion

of ignorant persons, benzine has no effect on rollers, and does not affect the composition in any way."

In the engraving business the City of Cincinnati is well represented by the American Process Engraving Company. This house does all varieties of photo-engraving in the highest style or the art, furnishes plates for the printing press in half-tone, zinc-etching, wood and metal engraving, black or colors. It also makes embossing dies and furnishes designs on any subject or by any method of illustration desired.

The recent consolidation of the Helleberg Photo-Engraving Company with the American Process Engraving Company, under the name of the latter, has created the largest and best equipped photo-engraving plant in this section of the country. The most skilled artisans, modern labor-saving devices and the newest machinery enable the new concern to execute promptly the very best quality of engravings at reasonable prices. It is especially prepared for prompt handling of very large orders and would be pleased to have the editors visit the new establishment.

RESOLUTIONS ON DEATH OF THOMAS MACKELLAR.

NEW YORK, January 11, 1900.

At a special meeting of the Board of Directors of the American Type Founders Company, held in New York on January 10, 1900, it was

VOTED, That the Directors of the American Type Founders Company recognize in the death of Thomas MacKellar the passing of one who was a master of the art to which he devoted a long and honorable life.

In private life a man of strong and upright character, who led and sustained those around him; of enlightened justice and personal benevolence, he commanded alike respect and appreciation.

In his work he did much to lay the foundation upon which the present worth and prosperity of this Company rest. In appreciation of his character and worth, the Directors extend this minute upon their records, and order that a copy be sent to his family.

A true copy from the records.

Attest: JOHN T. MURPHY, *Secretary*.

The Illinois Woman's Press Association will give its annual banquet at the Palmer House, Chicago, February 8. It is expected that a large number of the members of the State Press Association will be in attendance.

BUSINESS NOTES.

Barnhart Bros. & Spindler, Type Founders of Chicago, sold an order of six or seven thousand dollars worth of their SUPERIOR COPPER-MIXED type to Ganpatrao, Gandhi & Co., of Bombay, India, who will in the future represent them in that country. These capable and progressive East Indians report a largely increased demand for American goods in India.

J. S. Hoerner, of Highland, Ill., has on the market a "Little Wonder" in the way of a sharpener for paper-cutter knives, whereby they can be sharpened without removing from the machine. The cost is small, and the great advantages are that it is easy of application and keeps the knives always in tip-top condition. It is a time-saver and insures evenness and better work.

A very handsome number of the Musical Courier of New York city has reached this office, a number of pages of which containing halftones are printed on Tymphalyn. The work shown is of very high quality. The Tymphalyn is a wire blanket so arranged as to bring out the finest lines of halftones without the use of overlays. A fuller description of the process will be given at an early day.

Mr. Stevens, manager of the Duplex Press at Battle Creek, Mich., is on a visit to Europe, and will return about the 1st of February. He will doubtless give the Europeans

an opportunity to reap the benefit that may be derived from the purchase of the printing press that he represents, but we understand that the direct object of his visit was to pass the holidays with his daughter, who is completing her education abroad.

Under the firm name of Charles Helmuth the well-known ink manufacturing agent, in New York, of United States and Canada for Kast Ehringer's Lithographic Inks and Dry Colors, a branch supply house has been opened in Chicago at 357 S. Clark Str., Wells Building. This house was opened up January 1, 1900, for the further convenience of the rapidly increasing Western trade. The same lines of goods are handled by the Western as by the well-known Eastern house.

The F. Wesel Manufacturing Company, of 82 Fulton street, New York, has a new catalogue in press, under the supervision of Mr. H. L. Bullen, a prince in artistic and effective advertising. It will be a work of art as well as a book of information with regard to the many lines of goods handled by this company that has had a most gratifying growth during the past twelve years, and now ranks among the largest establishments of the United States. The company makes everything for electrotypers, stereotypers, and linotype offices, and machinery for photo-engravers, and handles one of the largest lines of printing material in the world. Messrs. Bullen, formerly with the American Type Founders Company, and Greer, for many years the successful manager of Golding & Co., two most successful and thoroughly informed gentlemen in all lines of printers' supplies, have been added to the force of the business office of the F. Wesel Company during the past year.

The Ebbert & Richardson Company, through whose courtesy we are able to present the excellent half-tone illustrations of Cincinnati, is now an incorporated company and succeeds to the widely-known printing establishment of Ebbert & Richardson, Mr. Richardson of the old firm having bought the entire plant and business and founded the new company. The reputation for fine printing will be maintained. Mr. Richardson writes: "We expect to continue to produce the best work in Cincinnati." For the highest grades of color printing this office has a reputation as broad as the continent.

The Dexter Folder Company are placing on the market what they believe to be the only up-to-date and perfect feeder. It is remarkable what satisfaction these machines are giving and the large number of orders that have been received. Among the recent shipments there are machines for Rogers, Hall & Co., E. C. DeWitt & Co., of Chicago; J. J. Little & Co., Wm. Green, of New York; Bechtold Printing & Book Manufacturing Company and James A. Cassidy Company, of St. Louis; West Publishing Company, of St. Paul, and others. The Dexter advertisement in this issue shows a cut of their Rapid Drop Roll Jobbing Marginal Book Folder with their automatic feeder attached. For this combination of machines a great many orders have been received, and for jobbing plants are an especially profitable investment.

A line of machinery that printers generally should know about is that of The Challenge Machinery Co., of Chicago, makers of the "Challenge Country Cylinder," "Advance" cutter and "Challenge-Gordon" jobber, in each of which classes this enterprising concern has combined superior excellence with decided reasonableness in price.

Mr. James L. Lee, President of The Challenge Machinery Co., who is well known to the printers of the U. S., is an expert in his line; and to his untiring efforts is due the evolution of the Challenge Country Cylinder, which has already been commended by many printers who have put it to the test on news, book and job work, and found it to exactly fill all their requirements, quite as well as expensive and more complicated machines.

Not less interesting to the investigator of improved machinery is the Challenge-Gordon Job Press made by this company. All the fundamentals of the good old Gordon are retained in this jobber, and as a result of experience and applied inventive genius many marked improvements have been added; noiseless ink disc mechanism; perfectly balanced platen, which minimizes the wear of cam and cam roller, and permits of higher speeds on all kinds of job work; the larger sizes have folding feed boards, steel pinions and center impression screws.

From the line of "Advance" and "Challenge" cutters it

ought to be an easy matter for any printer to choose. They are made from the \$50 hand lever machine, squaring 16 inches, to the 36-inch power cutter.

That the Challenge company should be so busy, making machinery for the entire printing world, is convincing evidence that their products are popular.

A destructive fire destroyed the Electrotpe and Engraving plant of the Sanders Engraving Company, of St. Louis, on December 10. During the past few weeks they have completely refitted an entire new and modern plant in the Howard Building, with offices in the fire-proof Holland Building. These two buildings are separated by a small alley, over which the Sanders Company have built an iron bridge connecting the same. This location is in the center of the business section of St. Louis and while the buildings are much better lighted and located than their former location they also have about one-third more floor space. Chicago secured the order for the new electrotpe machinery which was of the latest pattern and will be fitted for the direct motor system using the Lundell Motor.

While the fire caused Sanders a heavy loss we are glad to find they have overcome all of the difficulties and have a new plant with greater facilities than ever before. By connecting the two buildings with a bridge the Sanders Company will have their entire business practically on one large floor. The photographing department will be covered with skylights and arranged for using either electric or daylight for photographing. Eight new Bogue 5,000-candle power electric lamps will be fitted in this department. In their new location Sanders will lay claim to having one of the largest and finest fitted electrotpe establishments in the country.

The Hamilton Manufacturing Company, of Two Rivers, Wis., and Middletown, N. Y., has put on the market a new improved wooden quoin, which will no doubt be extensively used by the best printers. It is the idea of Mr. Heber Wells, of Paterson, N. J., and it is known as the "Wells Long Wood Quoin." It has one distinctive feature never possessed by any wood quoin before: that is, it can be used with straight ordinary furniture, and no side-sticks are required. This is accomplished by the quoins having the bevel on one side only, and they are used in



pairs, as shown in the illustration. Contrary to general opinion, the days of wood quoins are not over, and the Hamilton Manufacturing Company report an increasing demand for them by the best printers, as there is absolutely no damage to the type by accidents in dropping the quoins on type forms. The chief advantage that a modern metal quoin has had over a wood quoin is the long bearing surface. This is met in this new long wood quoin. They are provided on top with a notch, which assists in unlocking them. They are made in four sizes, of boxwood and hickory, and are put up in neat boxes, holding one hundred quoins, and are sold at moderate prices. All dealers will have them in stock. A descriptive circular of these quoins will be mailed by the Hamilton Manufacturing Company on application.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

LATEST REVISED PRICE LIST FOR THE ASKING.

THE CHEAPEST PLACE
TO BUY ENVELOPES IS AT
A. A. KANTOR'S, 194 WILLIAM ST. N. Y.

NOT IN THE TRUST

ARE YOU GOING INTO BUSINESS?

If so, you need a

Business Education

And the best place to obtain it is at the



CORNER MICHIGAN AVENUE AND MONROE STREET.

This college occupies its own modern, commodious building; has an experienced faculty of teachers, and a practical course of study. For prospectus address

O. M. POWERS, Principal, 7 Monroe St., Chicago.

C. W. Crutsinger PRINTERS'

Manufacturer

of

ROLLERS AND COMPOSITION.

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.

50 YEARS'
EXPERIENCE
PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



If

Jos. P.
Birren Co.
Engravers

do your work
it's well done

We
Originate
Engrave
Electrotype
Write and
Print

115
Monroe St.
Chicago.

Our mail-order engraving department receives many compliments from leading printers, publishers, and manufacturers for the care, promptness, and comprehensive handling of their mail orders. We feel particularly well equipped to handle such orders. Let us show you how it works. J. S. P. BIRREN CO.

Send 6 cents for artistic booklet, or 4 cents for advertising cut book.

PAPER CUTTER KNIVES

can be sharpened without removing them from the machine with



HOERNER'S SHARPENER,

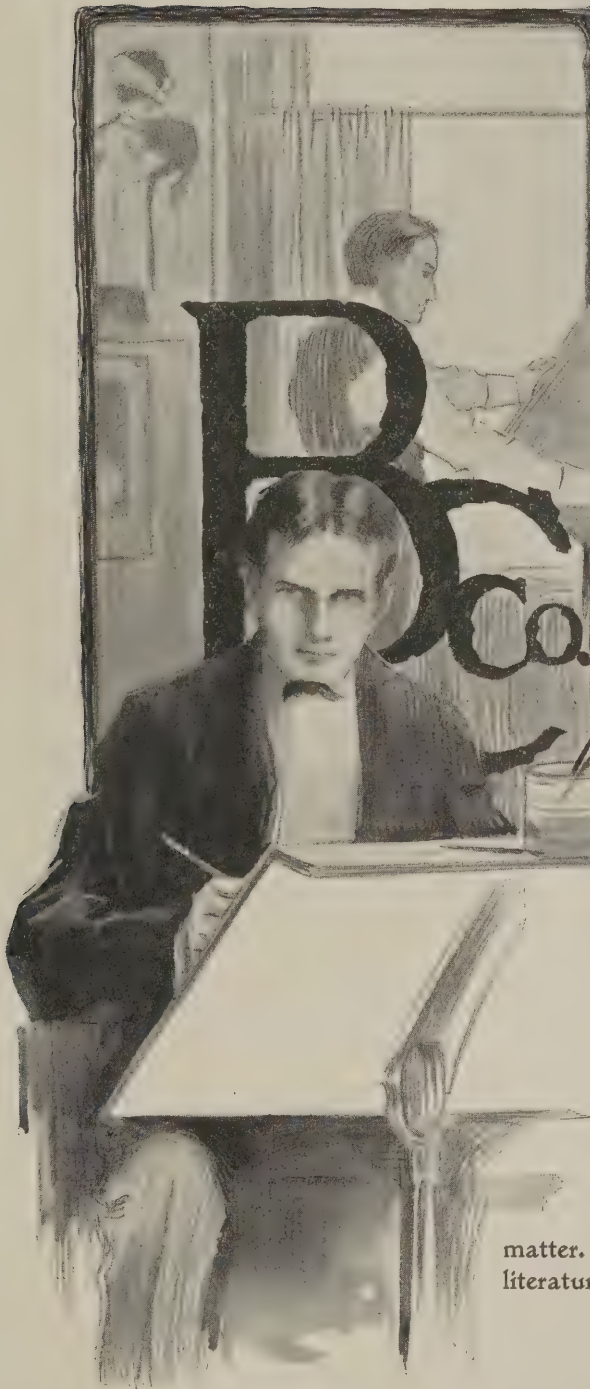
The Latest "Little Wonder."

Small offices need it absolutely, and large ones should have one handy for every machine. It saves much grinding and is ever ready for immediate application to keep knives always in "tiptop" condition. Costs only \$3, or \$2.70 cash with order. Send for circular and testimonials to your dealer or to the patentee,

J. S. HOERNER,

Highland,

Illinois.



Artists and Engravers

THE merchant, manufacturer, publisher, or advertiser who appreciates the fine points of illustrating and engraving will be interested in the facts about our business.

In three years we have grown to be the largest and most perfectly equipped engraving house in America.

The reason for this, we believe, is the peculiar service we render our patrons.

We are not satisfied with mere mechanical excellence. We study a customer's work from *his* viewpoint. We give him intelligent service and help him attain the results he is after.

We have sixty artists working in pen and ink, wash, sepia, stipple, crayon, and oil.

We have eighty-five engravers, trained in all the latest processes: halftone, zinc etching, and wood.

Whatever your line, the work entrusted to us will be handled understandingly.

Whether we furnish the idea or execute yours, you will get a new notion of what an engraving house can do for its customers.

We would like you to test this by sending us copies of your printed matter. Tell us your present difficulties. All literature will be promptly returned if desired.

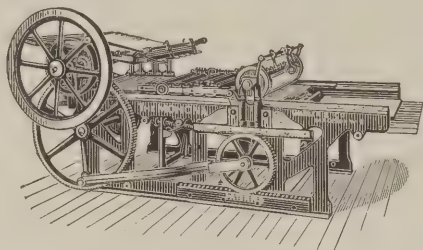
BARNES-CROSBY CO.,
 ARTISTS — PHOTO-ENGRAVERS — ELECTROTYPERS

TIMES BUILDING, CHICAGO, U. S. A.

Southwestern Branch — 610-611 Mermod & Jaccard Building, St. Louis, Missouri.

Our Specimen Book mailed free to responsible concerns on request.

THE LEVERLESS MONONA.



THE FINEST PRESS IN THE WORLD
FOR THE MONEY.

\$25 Coupon

National Printer-Journalist.



Our Annual New Year's PRESENT to 25 Printers.

TO THE FIRST 25 PRINTERS ordering a **MONONA LEVERLESS PRESS** between now and February 1, 1900, we will make a **NEW YEAR'S GIFT** of \$25 worth of **NEW JOB TYPE**. This offer is good whether you order of US or of any of our AGENTS. One of these Coupons attached to your order will secure the TYPE. This offer is made on our presses at the **REGULAR STANDARD** prices. **NO AGENT** bears ANY of this **EXPENSE**. It is **OUR** annual gift and closes February 1, 1900. Parties ordering under this offer may have **FOUR MONTHS** in which to have presses delivered by making **DEPOSIT** to guarantee order. We reserve the right to **WITHDRAW** this offer in case of any business changes.

W. G. WALKER & CO., = = = = Madison, Wis.

The Thompson Music Co.

CHICAGO'S LEADING
PIANO HOUSE.

SHONINGER
CHICKERING
BROS.
SCHAEFFER
ROYAL

PIANOS

We always have on hand a large stock of second-hand and slightly-used Pianos, at very cheap prices, on easy monthly payments. Write or call for price list.

THE THOMPSON MUSIC CO.

269 WABASH AVENUE, . . CHICAGO.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price.
Paper binding, lithographed cover, 25 cents.
Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,
Vanderbilt Building, New York.

"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.
"Interesting and profitable."—Baltimore Herald.
"Lively and sensible."—Philadelphia Evening Telegram.
"Handsome and clever."—New York Press.
"Should be read twice."—Cleveland World.
"Should be on the desk of every advertiser."—Cleveland Press.
"Best thing we have seen."—Buffalo Express.
"Most practical and helpful."—Minneapolis Journal.
"Every advertiser may read with profit."—St. Louis Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most interesting of all instructive books."—Buffalo Times.
"Full of ideas of value."—Cleveland Leader.
"Nothing humdrum or commonplace."—Buffalo Commercial.
"Full of snappy, commonsense hints."—Boston Advertiser.
"Striking and readable."—Baltimore American.
"Can not fail to prove interesting."—Pittsburg Press.
"Should be in the hands of every business man."—Philadelphia Ledger.

CHALK PLATES

Simplest, Quickest, and Cheapest Process of Engraving. . . Practically Infallible. . . Outfits, \$15 up. . . Catalogue of stereotyping machinery, proofs, etc., free. . .

HOKE ENGRAVING PLATE CO.

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FOREIGN OFFICES—Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

Printers and Journalists Appreciate Perfect Typography.

THE December cover design of PROFITABLE ADVERTISING AND ART IN ADVERTISING, Boston, is executed by the Barta Press. This fact alone will commend the magazine to your attention. The contents (80 pages) are also in keeping with the superior excellence of the cover and will prove of great value and interest to you.

A sample copy will be forwarded upon receipt of 10 cents. We would, however, suggest your sending \$1 for a year's subscription, in which event you secure the December issue FREE.

The cover designs for 1900 are alone worth the subscription price, while great advance will also be made in the quality of contents.

Subscription price, \$1 per year.

Foreign price, \$1.50 per year.

Address PROFITABLE ADVERTISING AND ART IN ADVERTISING, 227 Washington Street, Boston.

KATE E. GRISWOLD, Publisher.

The Leading Printing Ink Manufacturers are

KAST & EHINGER

Makers of all kinds of

Lithographing, Printing and Fine Halftone Inks.

Printing Inks for Bookbinders.

Three-Color Process Inks a Specialty.

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The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters

Advice on Technical Affairs

Hints on Every-day Work

Suggestions for Special Occasions

News of Printers and Printing

All about New Machinery and Appliances

Descriptions of Improved Methods of Work

Sample Jobs for "Lifting"

An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.

Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort

Press; London: 1 Imperial Building, Ludgate Circus, E.C.

A KODAK

SHOULD FORM PART OF
YOUR EDITORIAL STAFF.

Part Advertising,

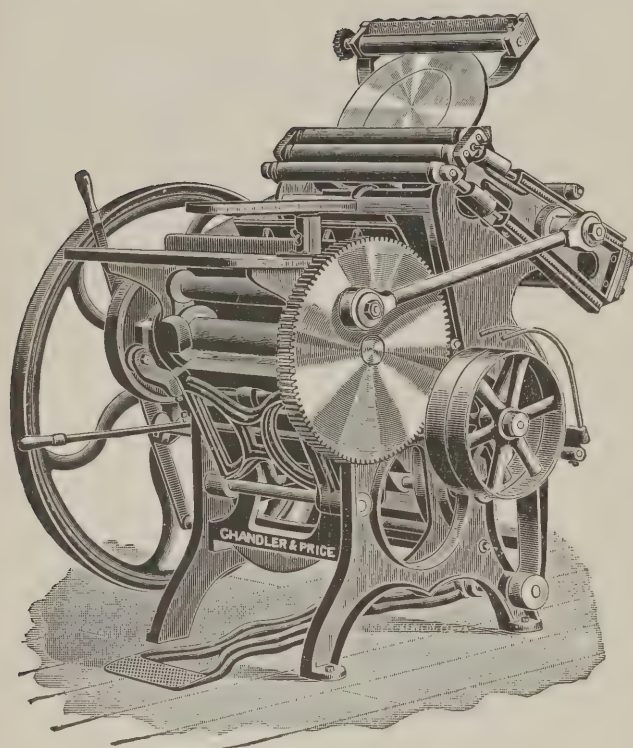
IN RELIABLE PUBLICATIONS,
WILL BE TAKEN IN PAY-
MENT.

Eastman Kodak Co.

ROCHESTER, N. Y.

Catalogues Free....





THE VALUE OF WEIGHT

Fitzsimmons lost to Jeffries because he lacked weight; therefore strength and durability.

THE CHANDLER & PRICE
PRESSES EXCEL ALL
OTHER GORDONS IN
WEIGHT, STRENGTH,
AND DURABILITY.

THE CHANDLER & PRICE GORDONS have fifteen malleable-iron parts in their construction. All have steel rocker-shafts. All sizes larger than Eighth Medium have forged steel fly-wheel shafts. What has yours?

Were it not that WEIGHT, mechanically distributed, is necessary to obtain strength and durability, we assure you that with present high prices for material, we would take advantage of lightening the construction of our machines.

The record, of which we are justly proud, proves that WEIGHT, as well as careful construction, is a requisite the printer can not afford to ignore in a durable, money-making and money-saving machine.

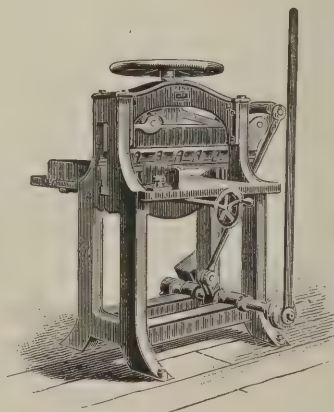
THE SAME RULE APPLIES TO THE CHANDLER & PRICE PAPER CUTTER.

Assuring by its superior WEIGHT, RIGIDITY, STRENGTH, ACCURACY, and DURABILITY.

SHIPPING WEIGHT OF CHANDLER & PRICE MACHINES.

7 x 11 C. & P. GORDONS, . .	1,000 lbs.	23-inch PAPER CUTTERS, . .	1,050 lbs.
8 x 12 " " " . .	1,200 lbs.	26-inch " " . .	1,100 lbs.
10 x 15 " " " . .	1,800 lbs.	30-inch " " . .	1,750 lbs.
12 x 18 " " " . .	2,500 lbs.		
14 x 20 " " " . .	3,000 lbs.	What is the weight of yours?	
14½ x 22 " " " . .	3,100 lbs.	How about repairs and breakages?	

WE WILL NOT LIGHTEN OUR MACHINES BECAUSE MATERIAL HAS ADVANCED.



CONSIDER THE ABOVE FULLY WHEN YOU BUY PRESSES OR PAPER CUTTERS.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, / / / / OHIO, U.S.A.

FOR SALE BY DEALERS EVERYWHERE

Telephone 2260.

THE

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DESIGNERS & ENGRAVERS
BY ALL METHODS

15-27, WEST 6TH ST. CINCINNATI, O.



PHOTO ENGRAVING
IN ALL ITS
BRANCHES EXECUTED
IN THE HIGHEST
STYLE OF THE
ART.

Plates for the Printing
Press in Halfstone, Zinc Etching,
Wood & Metal Engraving,
Black or Colors and
Embossing
Dies.

CATALOGUES AND
ESTIMATES MAILED
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WASHINGTON, D. C.



EXPERT OPINIONS.

The December, January, and February numbers of the National Printer-Journalist are to hand. I have had some opportunity to learn the merits of various similar publications, and I have no hesitancy in expressing the opinion that yours is the best of any of which I know. It thoroughly covers the field and meets the wants of publishers. It acts as a constant and strong stimulus to greater and more successful endeavor.—R. L. HAMMOND, Fremont, Neb., Feb. 14, 1899.

I wish to express my appreciation of the National Printer-Journalist by inclosing payment for one year's subscription. I have been a reader of the Journalist for the past seven or eight years. I now consider it as important in the success of my business as any part of the office. I assure you that with it I have the advantage of my competitors. The National Printer-Journalist has improved from year to year, and I wish it success in the future.—W. G. YATES, Pierre, S. D., March 2, 1899.

To California

VIA THE

Midland Route

Via Omaha, Colorado Springs,
Salt Lake City, Ogden,
and San Francisco.

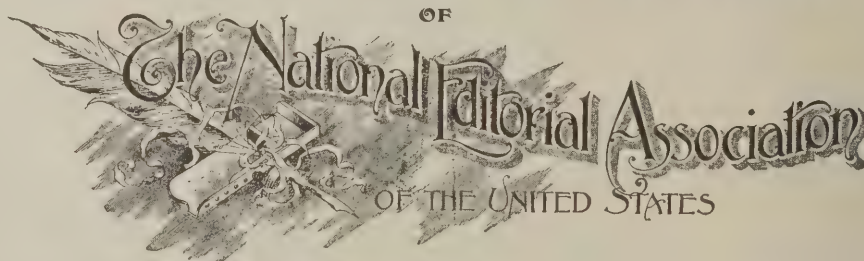
EVERY FRIDAY NIGHT

a through tourist car for
San Francisco leaves the

Chicago, Milwaukee & St. Paul Railway Union Passenger Station, Chicago, at 10:35 o'clock, connecting with all trains from the East, carrying first and second class passengers for Colorado, Utah, Nevada, and all points in California. Reserve sleeping-car accommodations early. Tourist car berth rate only \$6.

City Ticket Office, - 95 Adams St.

National PRINTER-JOURNALIST OFFICIAL PAPER



Faster than ever to California

Chicago-Union Pacific
& North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

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American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

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Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotyping Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcutt Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745.

Queen City Printing Ink Co., Cincinnati, Ohio.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

American Process Engraving Co., 15 to 27 West 6th St., Cincinnati, Ohio.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H. & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood. Specialties: Brass and steel rules, galleys, electric-welded chases, mahogany and iron stereotype blocks, composing sticks, wire stitchers, rule and lead cutters, self-inking proof presses, saw tables.

PRINTERS' OUTFITTERS.

Kennedy, T. E. & Co., 414 East Pearl St., Cincinnati, printers' outfitters. Large stock second-hand machinery; sell Barnhart's type, Huber cylinders, Gordon and Universal jobbers, Brown & Carver cutters, and other goods; quote best prices.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Campbell Printing Press and Manufacturing Co., 5 Madison Av., New York; 334 Dearborn St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

Walker, W. G. & Co., Madison, Wis., manufacturers of the Leverless Monona.

RUBBER STAMPS, SEALS, AND DIES.

Baumgarten & Co., Baltimore, Md.

TYPE FOUNDERS.

American Type Founders Co., greatest output, completest selection, most original designs. Send to nearest branch for latest specimen book. Branches: Boston, 270 Congress St. New York, Rose and Duane Sts. Chicago, 208 Monroe St.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. Estimating, deduct spaces and quads.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

WIRE STITCHERS.

Fuller, E. C. & Co., 28 Reade St., New York.

Morrison, J. L. Co., The, New York, London, Toronto. Write for descriptive circular.

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Chicago and Northwestern R.R.,	- - - 78	Morrison, J. L. Co., The	- - -		

“No More Cheap News Ink for Me.”

THE newspapers of this country for the past two years have been solicited, drummed, and almost persecuted by Printing Ink manufacturers who, having no reputation and no sales for Fine Grades of Inks, have been forced by their necessities to obtain a market for that grade of Ink which is easiest made and turned out in largest quantities. The result has been that so-called “News” Inks have been offered at a price so close to the cost that the manufacturer has been unable to turn out a properly made article, and in consequence there has arisen the greatest dissatisfaction among newspaper publishers at the muddy appearance of their papers and the filling up of their fine type. We have determined to give newspapers an absolutely first-class, dense black News Ink, and charge a fair price for it. The quotation at the top of this page is taken from many letters we have received from newspaper publishers who have written us asking for a News Ink that “will work free and clean, and print black.” One of the best printed newspapers in this country—the New York Commercial Advertiser—is printed with Ink of our manufacture. Any newspaper publisher who thinks this paper looks better than his own, we will be very glad to furnish with quotations for the same grade. Publishers who are satisfied to use an Ink solely because it is “cheap” we think will find from experience that there is no real economy in using anything but the best that can be made. Why spoil good paper—the item of cost of which is very large—with poor Ink, when the difference in cost between a good and poor Ink is so trifling?

Fred'k H. Levey, Pres't.
Chas. E. Newton, Vice-Pres't.
Wm. S. Bate, Sec'y.

Fred'k H. Levey Co..

59 Beekman Street, New York.

THE TRUTH

the NATIONAL PRINTER-JOURNALIST is told in a few unsolicited testimonials given below that have been sent to the magazine and picked out at random from among scores of others:

A valuable and indispensable journal of knowledge.—H. B. HALE, Weekly Gazette, East Hartford, Conn., Oct. 27, 1899.

The National Printer-Journalist is all right and full of good things each month.—HARRY BASFORD, Austin, Minn., Oct. 14, 1899.

We congratulate you on the appearance of your December issue of the National Printer-Journalist, just received.—THE CHALLENGE MACHINERY COMPANY, Chicago, Dec. 21, 1898.

Mark me up another year. Can't get along without it. The National Printer-Journalist is better every number.—GEORGE C. WOODRUFF, Litchfield Enquirer, Litchfield, Conn., Feb. 7, 1899.

I wish to say that I watch for the coming of the Journalist each month with increased interest. I find it invaluable to me in my work—in fact, one issue is often worth the price of subscription.—WILLIAM F. FOLSOM, Argus, Brinkley, Ark., Dec. 15, 1898.

It has given me a great deal of pleasure to note the steady progress being made by the National Printer-Journalist. I don't see how any printer can get along without it.—J. Y. GILMORE, Sugar Planters' Journal, New Orleans, La., March 7, 1899.

We have been receiving the National Printer-Journalist for some time, and we desire to take this opportunity to express our appreciation of the improvements which have been made in your journal, particularly during the past year.—KATE E. GRISWOLD, Profitable Advertising, Boston, Jan. 20, 1899.

The National Printer-Journalist is one of the journals I can not be happy without. It improves greatly with age, both in contents and appearance, an indication of prosperity that is decidedly gratifying to me. May it long continue to flourish as the best journal of its class.—JOHN F. BABCOCK, Advance, Jamesburg, N. J., Dec. 15, 1898.

Send on the National Printer-Journalist. It is the essence of delight to me to peruse its beautiful pages every month. Its columns are so full of practical thoughts relative to the editor and printer that I am at a loss to imagine how a fellow can "keep shop" without its monthly visits.—W. W. LOWIS, Greenville Advocate, Greenville, Ill., Jan. 20, 1899.

I thank you very much indeed for the January number of the National Printer-Journalist, containing beautiful illustrations of the University and of Columbia. It really does your skill in printing and engraving great credit. I thank you heartily in behalf of the University and in my own behalf.—R. H. JESSE, President University of the State of Missouri, Columbia, Jan. 18, 1899.

The National Printer-Journalist is like old wine, it improves in quality with age, and I consider it one of the best, if not the best, journals published in this country for the editor and printer. I desire to congratulate you upon the excellent report you gave of the forty-second annual meeting of the New York Press Association on Long Island last summer. It was by far the most extended and best-written report of any newspaper containing an account of our meetings.—L. B. GREEN, Argus, Patchogue, N. Y., Jan. 19, 1899.

about anything, when plainly and simply told, needs no argument nor grand introduction to make it clear and forcible. The Truth about

We are in love with your excellent journal, and we would scarcely know how to keep house without it.—C. L. BITTINGER, Ocala, Fla., Oct. 20, 1899.

The February number of the National Printer-Journalist is splendid throughout.—F. N. MERWIN, Secretary Nebraska Press Association, Beaver City, Feb. 14, 1899.

The Public Library has received your publication for some time and has made good use of it. We find it one of the best journals of its kind published.—JOHN PARSONS, Librarian Public Library, Denver, Dec. 27, 1898.

The National Printer-Journalist should be in the hands of every editor and publisher in America, for it deserves a hearty and liberal support.—J. SLIDELL BROWN, West Virginia Editorial Association, Kingwood, Dec. 5, 1898.

If Brandon Printing Company's name is not on the subscription list of the National Printer-Journalist, please put it there and keep it there, sending us bill for the subscription. We don't want our name off of your list as long as the paper is published.—BRANDON PRINTING COMPANY, Nashville, Tenn., June 30, 1899.

I wish to congratulate you upon the excellent report of the annual meeting of the Massachusetts Press Association. I am sure all of our members will appreciate the efforts you made in their behalf, and I feel that it ought to insure you a very large circulation in this section of the country.—A. C. DOWSE, New England Grocer, Boston, Feb. 20, 1899.

Allow me to express my appreciation of the excellent and unsurpassed qualities of the National Printer-Journalist as a newspaper-man's professional paper. It is the representative of all trade journals for the publisher. The reports of the different State Press Associations are especially interesting.—E. S. DANFORTH, Vermillion, S. D., May 1, 1899.

The Mead household thinks a great deal of the National Printer-Journalist, and all the members, young and old, read it. Personally, I consider it the most complete journal devoted to newspaper work and material printed in America today, and it is worth twice its cost, every issue, to the publisher who cares to get above the ground floor in his profession.—CHARLES B. MEAD, Geneva Republican, Geneva, Ill., Feb. 14, 1899.

The writer has subscribed for and read nearly all the papers and magazines of our country devoted to the graphic arts and allied branches. None proves of more interest to me than the National Printer-Journalist. You deserve much credit for your efforts in behalf of the Typothetæ, and your paper should be in the hands of every member of this Association. With best wishes for your success I remain, JOHN W. CAMPSIE, Milwaukee, June 29, 1899.

Allow me to congratulate you on your splendid March number of the National Printer-Journalist, filled as it is to the brim with highly interesting matter, and gotten up with all the delicacy and taste of a wedding card. I have been looking over it and comparing it with one of the early numbers issued after it was first started, for I have been a subscriber from the first, and have preserved most of the numbers, and I think it is remarkable how it has grown. I used to think the first numbers were models of interest and neatness, but there is hardly a comparison between those and what you are now issuing.—M. P. RINDLAUB, Grant County Witness, Platteville, Wis., March 17, 1899.

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Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

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CHICAGO, ILL., U. S. A.

NATIONAL PRINTER-JOURNALIST

Vol. 17, No. 2.

FEBRUARY

Chicago, Ill.



W. A. B. 1888

THE WILLIAMSON-HAFFNER ENR. CO.
DENVER



GEO. H.
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ENGRAVERS & ELECTROTYPERS
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The wall came tumbling in,
And the roof let in the sunshine and the rain—

also a few million gallons of other grades of water, including Chicago River water, Lake Michigan water, chemically charged water—32 streams in all played by the Fire Department constantly onto this wreck for hours.

The stock on the four remaining floors below, in all stages from damp to soaked, and the stuff in the basement, under water and out, has all been taken by the insurance companies—*every sheet of it*—we couldn't use it. They can dispose of it, for that is their business—our's is to sell only GOOD paper—THE BEST.

We have three large warehouses full of bright, new stock, and 150 more cars on the road. There never was in the history of paper dealing such a large, clean stock of all kinds of paper anywhere.

There are no fag ends, no dead ones—and if right prices, prompt service and get-there methods will effect it, there *will* be none, for we shall issue each month a special sale sheet on remnants with terms that will wipe them out. You want paper and want it RIGHT. Let's get together.

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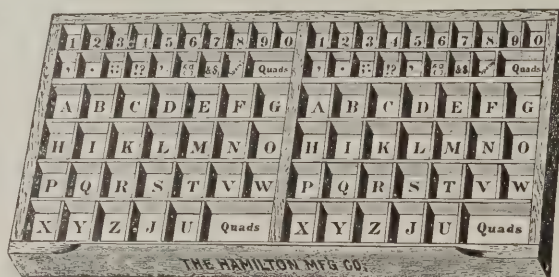


A New Type Case

Designed by
Mr. Heber Wells,
of Paterson, N. J.

WE show here a new improved Job Case with extra large cap boxes, designed to hold two fonts of caps and figures. The boxes in this case are so arranged in size that there is no waste room, and we believe that printers will be quick to recognize its superior advantages. In dividing this case to hold fonts of capitals, figures, and points, the aim has been to get as large boxes as possible for the letters, while the figures, points, and odd characters have been disposed of in boxes no larger than their importance demands. By this means the greatest economy of space has been obtained. This excellent case was designed and placed on the market by MR. HEBER WELLS, of Paterson, N. J., and by him turned over to THE HAMILTON MFG. CO.

The Wells
Two-Font
JOB CASE
with
Extra Large
Cap Boxes.



List Price
90 Cents

Subject to
Usual
Discount
on Cases.

The cap boxes in this case have each an area of $5\frac{1}{4}$ square inches, which is about one-third greater than that of a box in a regular news cap case. No change has been made in the "lay" of the case. The boxes are all in their regular positions, the same as in an ordinary cap or job case.

The figure boxes are all in the back row, it being the most convenient, as it is evident that when figures are not needed they are farthest removed. When these cases are used in a cabinet, this feature will be appreciated. One side of the case can be used for lower-case, if desired.

Made in the "New Departure" style, with three-ply bottom, like all other cases manufactured by us.

This case can be substituted in any of our cabinets, in whole or in part, *without extra charge.*

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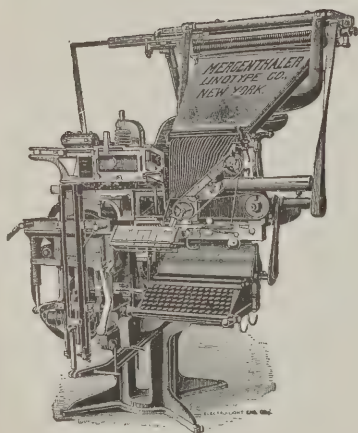
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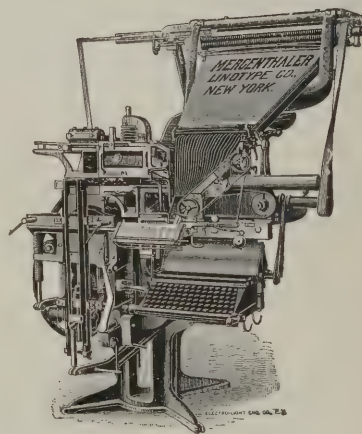
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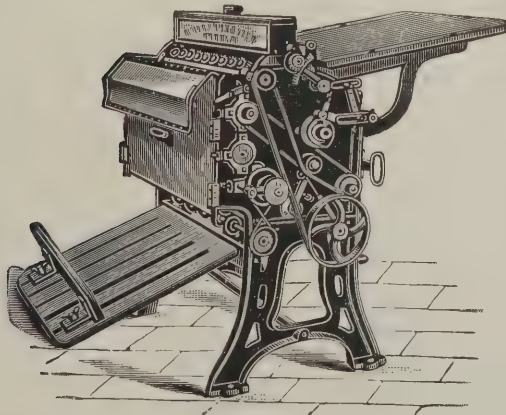
T. M. Reg'd July, 1889.

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"Electric welded chases are the best we have ever used. They are everything that you claim for them."—THE AMERICAN PUB. COMPANY, Owosso, Mich.

"GENTLEMEN: Some time ago we bought from you several pairs of your electric welded chases, and would like to express our satisfaction with them. We find them very true, firm, and perfectly welded, and by far the best chase we have ever used, and we have given them a severe test. We certainly would recommend them to any one wishing to purchase a first-class chase."—REPUBLICAN Ptg. COMPANY, Iowa City, Iowa.

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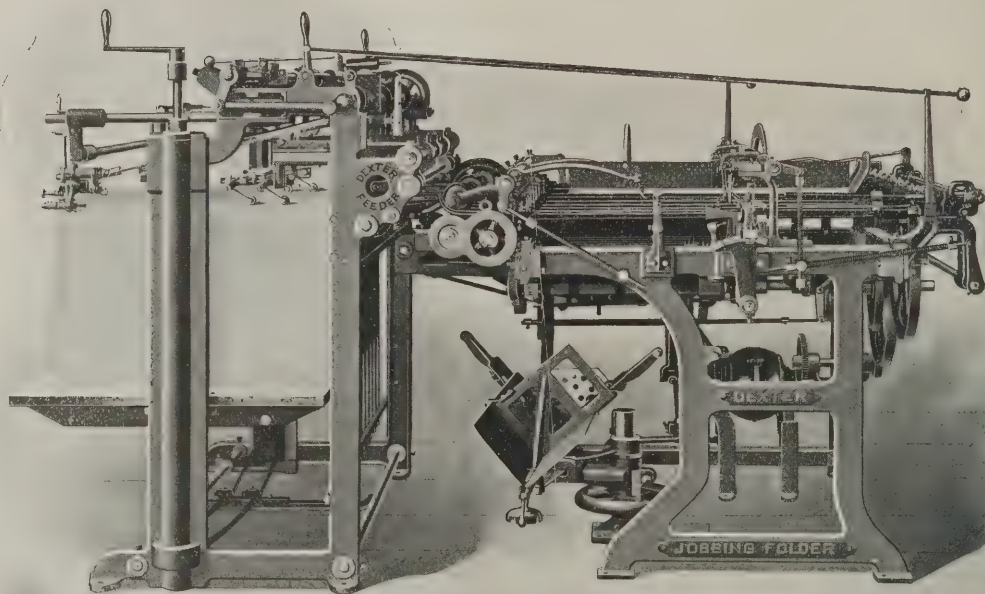
"GENTLEMEN: Am using four of your electric welded chases and find them better than anything I have ever handled. The four when placed one on top of the other lined up so perfectly that it demonstrates the absolute accuracy of the manufacture. In your 'Points of Superiority' you say nothing about the economy of these chases. They will certainly outlast a half dozen of the old style."—C. E. STEWART, Editor Williamsville Times, Williamsville, Ill.

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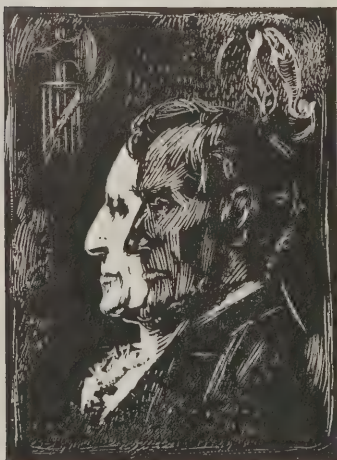
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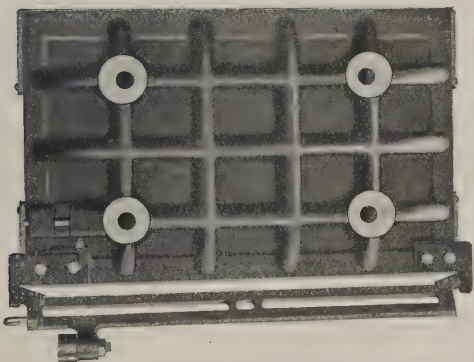
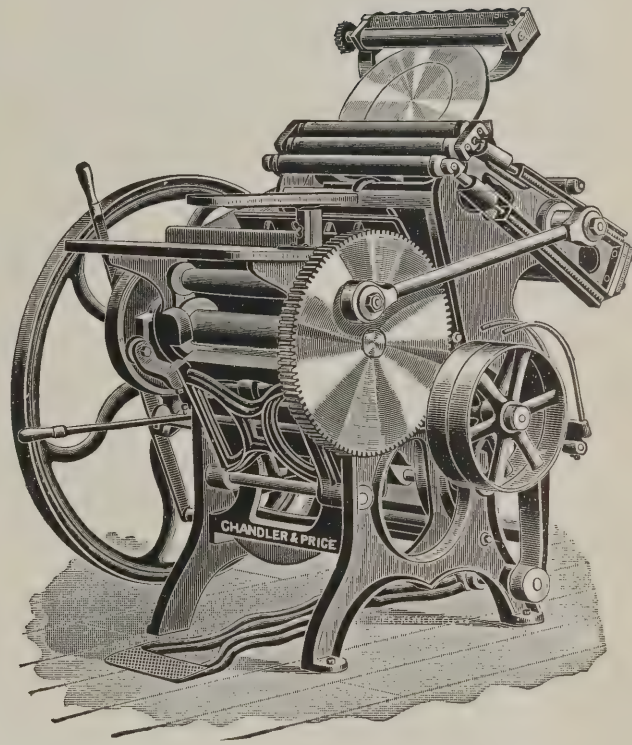
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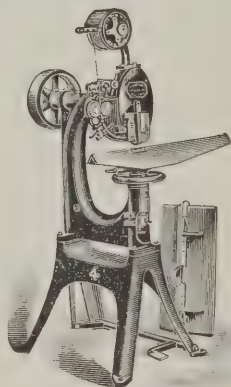
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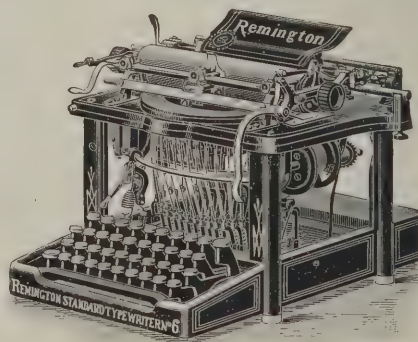
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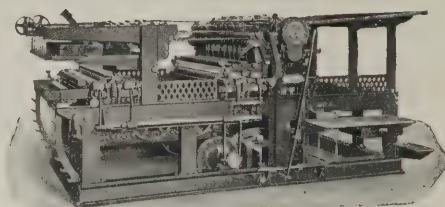
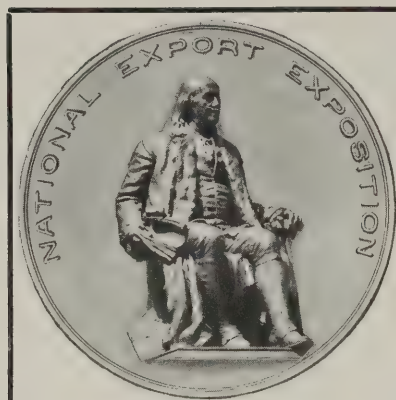


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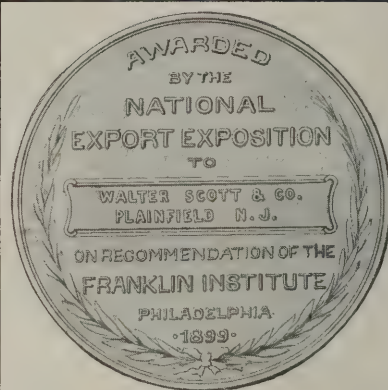
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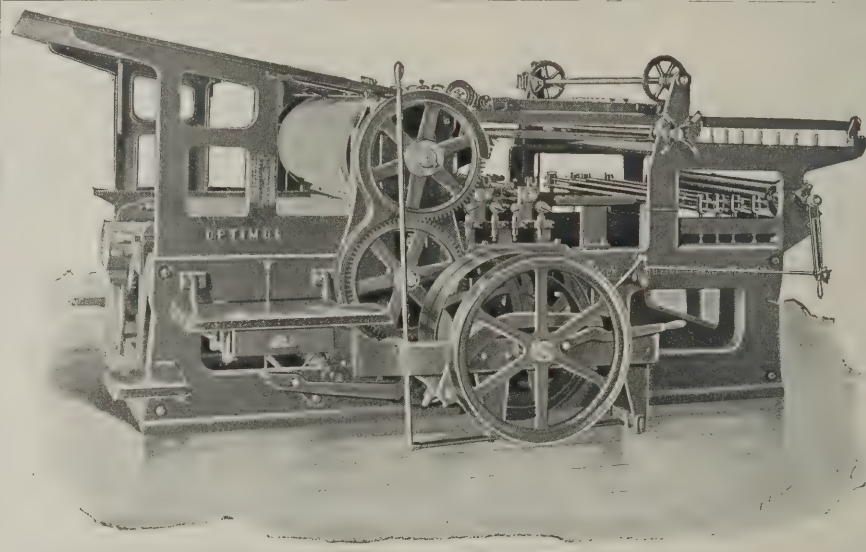
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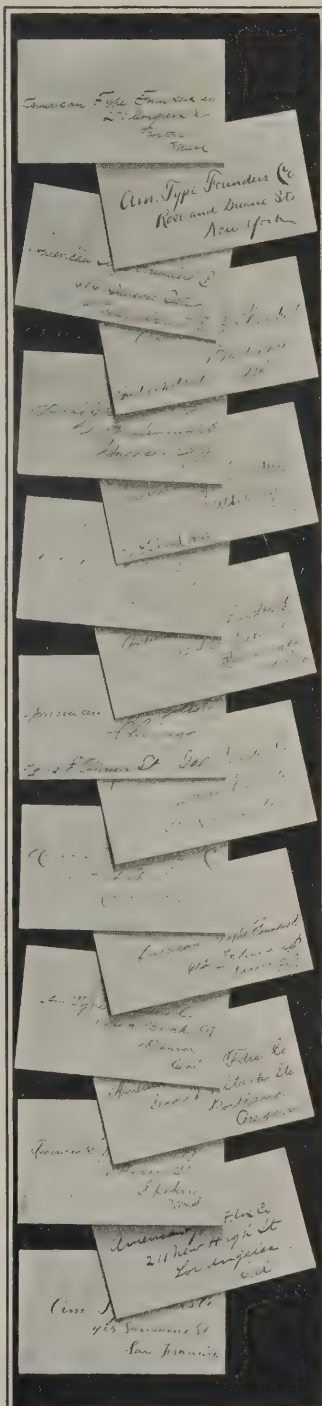
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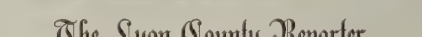
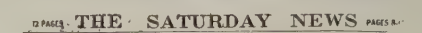
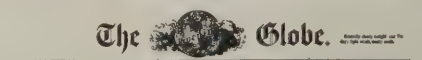
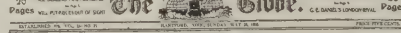
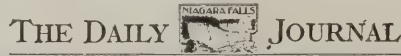
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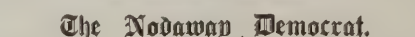
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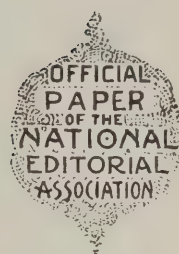


An Illustrated Weekly Magazine Founded A.D. 1728 by Benj. Franklin





National PRINTER & JOURNALIST



VOL. XVII.

CHICAGO, FEBRUARY, 1900.

NO. 2

IMPORTANT QUESTIONS DISCUSSED.

Connecticut Typothetae Celebrates Franklin's Birthday and Talk Over Trade Matters, the Press, and Trusts.

In celebrating Franklin the printers of the United States discussed many things wise and otherwise.

The Connecticut Typothetae was especially happy in the after dinner speeches. The New Haven Evening Register says:

TRUST SWINDLES.

Gov. Lounsbury complimented the Typothetae upon the success of the National Convention held in New Haven last fall and upon the innovation of the dinner in having both employer and employee present. The Governor then passed to a discussion of trusts.

"The State," he said, "is bound to be hostile to any trust which aims at a wrong object or which is dangerous to society. I know myself of the formation of a few trusts. With hardly an exception every one was formed by men whose first object was the making of money rather than the pursuance of any special policy of good. One trust, formed with \$8,000,000 capital, issued stock of water to thousands of unsuspecting purchasers. It perpetrated a swindle upon the people and the stockholders. Upon such a wrong, such a monopoly, a State has no right to stamp the broad shield of its incorporation."

The speaker said he did not know what remedy can be applied by a State in such a matter, but he felt that one must exist. "In the first place," he said, "let the State ascertain whether there are honest assets, and on the whole business allow the light of popular curiosity to be thrown. Then if any franchise be invoked let the value of that franchise be always exacted. When the State has done this work, and done it well," he concluded, "there will be so few trusts left in this country that they will not endanger the people nor dwarf the nation."

COMMON INTERESTS OF EMPLOYER AND EMPLOYEE.

Henry O. Houghton, of the Riverside Press, Cambridge, the next speaker, dwelt on "The Common Interests, Employer and Employee," and gave one of the soundest talks

of the evening: "It often occurs to me," said he, "whether the public at large realize that printing is now so necessary in every walk in life, commercial, social and in matters of trivial importance. We have emerged from the primitive condition of furnishing a luxury into furnishing something all must have. The printer has come to be the greatest man on earth. Capital must be practical in order to secure permanence, and permanence means all that conduces to happiness."

HIGH WAGE VERSUS STEADY EMPLOYMENT.

High wage and unsteady employment is not so valuable as lower wage with assured permanency. The employer must conduct his business on honest lines to secure this, and supply an adequate return to all in his employ. Both sides have their obligations and duties and they should be respected. Employers must insure permanency and safety, employees must be faithful, watchful, stop the leaks and do their work fairly. The moral obligation is very great and is essential to the business. The employer should have a willing ear for any complaints or suggestions from any man in the employ. Where such methods are in force the results are more than satisfactory. Careful consideration of differences and misunderstandings always bears good fruit. Great care should be taken in the education of young men for the trade. A printer's life is one constant school of education until he is buried."

LETHARGY OF PRESS ASSERTED AND DENIED.

Mr. Deming, of New Haven, said in part: "He felt impelled to reminiscence somewhat and to speak of the old days of the printers and newspaper men—the time when every citizen of this great commonwealth of ours took a great and active interest in the political questions of the day. It led him to ask if that condition of affairs exists to-day. Do the citizens, old and young, take the same interest in the conscientious exercise of the duties of citizen-

ship now as then? Do they all do their duty at the polls? And you, Governor of Connecticut (addressing Governor Lounsbury), you speak of trusts, you strike at the proper treatment of the evil—taxation, capitalization and publicity—but is such a course possible, I ask you, while such an antithesis exists between the present day and 30 years ago? And the press. The press seems to be enjoying a sort of lethargy. When we see to-day corporations enjoying the rights they are, fleecing the public and pursuing their way unquestioned, we are forced to ask, “where is the press?” In one case we see the water turned in upon a gas company—watered two or three times. Not a word of criticism brought out by the press. It is, I say—I speak in general—as if they had lost their boasted power of freedom.

“Within the last 20 years I have seen the lobby in this State advance through its successive stages. The last stage appears in the assembly together of all the lobbyists, with the captain at their head, dictating legislation and laying wires and dictating elections for years ahead. And all this time the press is dumb. I wonder that the time has not yet come when the editors of the Connecticut press will realize that the public will welcome these disclosures as a matter of personal right.

“Gentlemen of the press: When you awake to the realization of this, then and then only can you refute the charge that the power of the American press and of Connecticut journalism in particular has vanished.”

THE PRESS.

Colonel N. G. Osborn responded to the toast, “The Press.” He said: “My friends, Mr. Deming has touched upon the press. I listened to him with great care and very great interest. While I don’t want to appear too serious in what I say, I feel that there are some things to be said. When he says the press of this city and of this State has proved itself utterly lacking, when he says that it has failed to produce a newspaper that has pointed out the fallacies of the government, he is mistaken. He brings a broad charge when, in view of the fact that the financial success of a paper depends entirely upon public approval, he says that they proved weak. But I repudiate it with every drop of blood in my body. I want to say right here, not that there is no body of men more self-sacrificing in their work, but that they are a self-sacrificing body, and how much so no man knows until he stands behind the scenes himself. Of my friend I will say I have never read from his pen an article that glowed with such fire as that which glowed in his remarks tonight. So, sir, put into your pen the noble sentiments you have expressed before us here assembled, and we’ll meet on common ground to unite in saving a tottering humanity.

TRUSTS, SO-CALLED, BAD IN ABUSE—NOT IN PROPER USE.

“And, let me say, there are weaknesses in other business besides the newspaper. It is evident from a common meeting of employer and employee here to-night that it is so in the printing business. I admit that were I of the Governor’s cabinet I should have taken some exception to his statement in regard to trusts, for in my opinion it all lies in the abuse and not the principle of the thing. I’ve got great faith in feeling that this country is going to work these things out for itself. I’m built on that plan of optimism. Men have some good in them; some probably more than others. For instance: Why wasn’t the feeling shown here tonight in the friendly relation of master to man evidenced before? As a preceding speaker has said, the conflict between capital and labor is like a conflict be-

tween truth and conscience. I hope this is but the beginning of a series of assemblies of this character.”

Rev. Watson L. Phillips responded to the toast “Benjamin Franklin,” and pointed out the relation between the writers, the talkers and the printers, and asked the question: What would one do without the other? It’s a stirring spectacle to an outsider, to see employer and employee sit down together. It reminds one of the time of which the prophet spoke when the lion and the lamb shall lie down together. “I don’t know which is the lion and which is the lamb, but I assure the lamb of my sympathy. I congratulate the master printers of the Typothetae that they have conceded the nine-hour day without a conflict, without trouble such as has marked such concessions in other parts of the country.”

The speaker then spoke of Franklin; of his life at the court of France, and styled him one of the figures that never grow smaller. The figure of “Ben” Franklin stands out to-day more massive, more beautiful, than when he was in life among his fellow citizens. Franklin was one of the great Americans. He had the power to put himself in the right place at the right time, and he was constantly at the disposal of the people whose welfare he was seeking. Franklin and those men with whose names his was associated gave out the best types of American manhood. He put the truth into character; he lived the life that was right. He cancelled his obligation to society, and no more can be expected of any man.

“All these questions that have been hinted at tonight can be settled if people nowadays will only imitate Franklin. I know of no better thing for a man to learn from your patron saint than to be a good citizen; to do the utmost that is in him for the uplifting of society.”

Mr. Wilson H. Lee, President of the Typothetae, presided and acted as toastmaster. He referred to the fact of the presence of the journeymen printers at the banquet and said he was more than glad to see so many employees present. Their interests and the interests of the employers being the same, he was glad to see all seated at a common dinner table.

Other speakers treated this as being something new, but it is only new in places where the false teachings of unionism have raised a barrier between the workmen and employers and since the existence of walking delegates, organizers and intermeddlers, false teachers who have inculcated the doctrine that the employers are the enemies of working men and that laborers are to be held back from doing their best for fear of benefiting overmuch the men from whom they receive their wages—the doctrine of grumble, hate and the highwayman who proposes to take by violence or intimidation what could more easily be obtained by industry and a conscientious care for the rights of others. All over this land where the selfish spirit of anarchy has not made its appearance, employer and employee frequently sit down around the same board, are to each other helpful and confidential friends, attend the same church and Sunday school, belong to the same Bible class, take communion at the same altar and conduct themselves like sensible Christian gentlemen. It is not strange that those who have no religion except to prey upon their employers, no Sunday except one on which to meet and curse those whose bread they eat, no humanity that reaches beyond the members of their own guild, demanding that who will not submit to their authority be denied and be permitted to starve, and if they undertake to work be excommunicated, anathematized, beaten, clubbed and murdered, should not always be welcome guests at the tables of those whom they publicly denounce as enemies, even if they could comfortably

sit in their remorseless enmity and treason at the tables of those whom, by their organization and their contributions thereto, they seek to injure, malign, terrorize, and betray.

A FEW REQUISITES TO SUCCESS IN A COUNTRY NEWSPAPER.

Paper read before Kansas State Editorial Association, Fort Scott, January 22-23, 1900, by GOMER T. DAVIES, editor of The Kansan, Concordia.

Several years ago my esteemed friend, Dell. Valentine, who, by the way, is one of the most capable newspaper men of the State, inaugurated the cash in advance or "no dollar no paper" plan of collecting subscription accounts, and as Mr. Valentine did not immediately go to the poorhouse there was not a meeting of an editorial association for two or three years thereafter that Mr. Valentine was not required to tell all about it. If our friend had settled that momentous question, we all wanted to know how it was done. He said to me one time: "I should like, some time, to be put on the association programme for some other topic, because I fear that my friends will get the impression that I don't know anything else."

I am in a position to crave his sympathy, without being qualified to give as satisfactory an answer to my topic as he did to his.

The question is a vital one, of course, or it would not be so frequently asked, and is entitled to consideration at every meeting—else the meetings are valueless.

I shall take the liberty, at the outset, to say that I will not assume that I have made a success of my business—at least not that success I hope for and which I pray you all labor for.

The country weekly newspaper is a queer concern—it requires a man peculiarly fitted by nature, I believe, to make of it a moderate success.

I am reminded by this of a remark made by a friend of mine, when he heard of my going into newspaper work. Said he: "Davies, I am glad to know you have gone into newspaper work. I am confident you will make a success of it—in fact, I am sure of it, and would bet on it." That was a good many years ago and your humble servant was, perhaps, a little more modest than he is now.

I am sure I betrayed my emotion in the crimson blushes that rapidly chased each other in quick succession over my beaming countenance.

I thanked him very cordially for his frank manifestation of confidence.

"Yes," said he, "I am a firm believer in the declaration that 'God has made nothing in vain.' You ought to make a good newspaper man, because I am sure you are not worth a tinker's obstruction for anything else."

My friends, I want to say to you that a good newspaper man is not worth much at anything else, in my opinion.

I should add, right here, perhaps, that I do not wish to be understood as declaring that a man wholly unfit for anything else, though, will necessarily make a good newspaper man. Yet this is an idea prevalent in some quarters.

The successful country newspaper man must needs have as many different qualities of gray matter in his skull as has the proverbial turtle varieties of meat within his shell.

Assuming this to be true, the first requisite of success is the proper start and the use of the correct sort of mud when God created the would-be newspaper man.

It is a hard matter to define newspaper success. We may not all be working for the same line of success.

If you, my brother, bought a newspaper to be used as a lever to land yourself in an office and you have got

the place you sought, then you have been successful, because you accomplished the desired result.

If you started an opposition newspaper to chase another fellow out of town and he is now gone, you have made a success.

There are those who strive solely to make their papers strong factors in a political way, and bemoan their fate as unsuccessful if they do not secure the recognition they deem they merit.

For myself, I deem it a successful newspaper that has the general respect of the people among whom, and for whom, it is published.

If it brings financial returns to reasonably remunerate the labor expended and to pay a fair interest on the capital invested, it is a financial success.

To obtain the first desired result the editor himself must be respectable—he must have a conscience, with will power enough within himself to assert what his conscience prompts to be right.

For, be it known, there are many temptations and snares to beset the editor with an India-rubber conscience—so many men do not hesitate to use the editor to their own selfish purpose, little caring for the ruin their action may bring to his business or to his life.

The individuality of the editor of a country newspaper is inseparable from his paper—the paper cannot possibly be respectable nor considered so, unless the publisher is also respectable.

It should be the first duty of a newspaper to give the news of the county in which it is published.

The very name, "Newspaper," implies that much.

It should be given as complete as it can be procured and with perfect impartiality.

Let us be plain about this. Though you are publishing a partisan paper, it is your duty, in my judgment, when the opposition party holds its conventions to give the proceedings as complete and unbiased a report as you would of your own party convention.

Your own readers, members of your own party, require it and are entitled to it, without any bias or distortion.

If you have opinions to express, comments to make, or distortions to weave, leave that to your editorial columns.

I will freely confess to you that I have learned that the "hammer and tongs" style of editorial writing does not accomplish the desired result.

I have never been able to convince a man to my way of thinking by jumping onto him with both feet every week in my paper.

I have never seen or heard tell of newspaper men succeeding in doing a rushing business as an advertising solicitor, who roasted people because they do not advertise. It's old, of course, but nevertheless true, and will bear repeating—Molasses will catch more flies than vinegar.

It would ill become me to advise an editor to supplant his back-bone with a fishworm—I am not built according to that sort of plans and specifications myself.

Neither do I suggest that an editor should fear the result of an honest expression of his views.

If there is anything that I utterly abhor it is an effeminate, emasculated, jelly-fish editor.

If you are right sure you have something to say, say it, of course—but use discretion in the manner of saying it.

I find that the public have a kindly regard for a conscientiously radical and positive editor, but have no patience or use for an intolerant, abusive one.

So much for that side of it.

Speaking of the practical or business end of the country

newspaper work, I believe the greatest bar to the financial success of the country newspaper lies in the credit system.

The evil of not collecting the money due us, at stated times and regularly, is bad enough, but the evil of running bills everywhere ourselves is infinitely worse.

Such contemptible, slipshod methods on the part of many newspaper men does incomparably more to lower the dignity and efficiency of newspaper work than any other one thing I know of.

The most independent man in any community should be the editor of the local paper—no editor may be independent if he owes half the people in the town.

The editor who owes no bills has no trouble in collecting those due him.

One cannot reasonably expect prompt payment of bills due unless he pays promptly, in cash, the bills he owes.

I run no accounts with the merchants who patronize my advertising columns or give me job work. But I spend all my money required to meet my needs with those who patronize me—and with no one else.

I pay them cash for what I buy and take their business on the same basis.

The merchant who advertises in a newspaper so as to get even on the bill due him from the editor, is never satisfied with the result. Instead of impressing him with the value of advertising, and of the dignity of newspapers in general, he has become disgusted with the whole business—and I do not blame him.

There are newspapers who follow the opposite course from the one I have advised, but it is my humble opinion that they never can hope to be classed among the successful ones.

I cannot hope to touch on all the requisites to success in a country weekly newspaper. There are a great many little details that make up the sum total of success which no man can impart to his fellows.

Too many of our craft do not give sufficient attention to small details. I do not hesitate to say that in a majority of cases the line of demarcation between success and failure has been a line of dirt—dirt on the type, dirt on the inking rollers, dirt on the machines, dirt on the finished job or the printed newspaper, dirty editorial work and a dirty wrapper on the paper when it is mailed.

If you take a man's money on subscription it is thereby implied that you will furnish him the news of the county in a manner that he can read with pleasure.

It should be well printed, neatly folded, securely wrapped to properly protect it from damage in transit, and delivered to him at the time he expects it and when you agreed to deliver it. A newspaper that can be a day late in its publication and not create disappointment isn't much of a paper. The paper that causes a roar to go up if it is an hour late can not afford to be that hour late.

A poorly printed paper cannot compete these days with one that is well printed.

Old and obsolete type can not compete with new and stylish type—neither with the subscribers, the up-to-date advertiser, nor the man seeking job work.

If you have a printer in your employ who says, about an ad. or a job: "Anything will do," or "It's good enough; he won't kick," you should give him his getaway papers and get one who will give your customers the better statement: "I'll give you the best I can do."

By the way, that isn't a bad thing for the editor to practice, too. In discussing the question, "How to Make Our Papers Better," before the North-Central Association, a couple of years ago, a competitor said: "I think our papers are now better than the people pay for or are entitled to."

That, coming from a competitor, was music to me. I resolved to make my paper better than it then was—that is easy competition. No man can win in the newspaper work or anywhere else who harbors that sort of an idea. It is not doing that brother an injustice to say he is not a glittering success.

The newspaper must needs have new life breathed into it every week or down goes its apple-cart.

There is no piece of property on earth that will get shot all to pieces quicker, under bad management and neglect, than a newspaper plant.

The requisite to avoid such a catastrophe is a plain case of everlasting hustling and work.

Misguided zeal in the arena of politics has been the downfall of a large percentage of newspapers who have gone where the woodbine twineth.

The memory of the average politician is exceedingly short. The fellow you dug out of obscurity and sacrificed valuable friends and perhaps much business in booming for office is the fellow who will soonest forget you when he has attained the zenith of his political glory.

It does not pay to make much of a sacrifice for the political ambition of men.

You will be printing a newspaper—primarily, for the purpose of procuring groceries for your family—after all the present breed of professional politicians are politically dead and in the place where they ought to be.

I hope I may not be misunderstood in this. A requisite to success is to follow a correct conscience in politics, but not blindly following of the political fortunes of an individual. This is given as a principle and not in relation to any acute case now agitating the minds of the politicians of Kansas at this particular time.

Speaking of the editor's relation to politics prompts me to repeat what I had written to say at a meeting of the Reform Press Association at Emporia, nearly three years ago, but which I did not succeed in saying on that occasion because of a belated train which prevented my reaching the meeting before it adjourned. It is this:

I do not think a country editor should aspire to any office within the gift of the people.

Since I wrote that I am more confirmed than ever in the correctness of that position. In fact I have proved the absolute correctness of that proposition. I ran for office myself, and when the returns came in I was in that class generally designated by the papers as "John Jones also ran."

As soon as an editor trims his sails and runs his paper with a view of securing for himself an election to an office, in my opinion, he ceases to be an effective newspaper man.

He and his paper are both likely to become the shuttlecock of every politician who desires to domineer over him or to shape the policy of the paper, whenever he becomes a candidate for any office, except, perhaps, an appointive one.

Do not listen to the siren song of the bee that buzzes in your bonnet, my brother—I know what I am talking about, just now.

I am a firm believer in the honesty of statements concerning circulation. It has paid me well, in the face of the most mendacious lying of competitors. And while I think about it, I am going to say that this honesty I have endeavored to instill into this paper and for the purpose at hand, is purely from a selfish standpoint—a plain business proposition. Simply because it pays.

One of the most intelligent and effective advertisers in our town is a patron of the paper called "Brains," a pub-

lication devoted to advertising and the discussion of modern advertising.

It was a compliment to my theory on this matter that he should mark an article in a recent issue of that journal, substantiating my method in that direction.

As it is the testimony of an expert in such matters, I thought it might be profitable for me to quote a portion of it here. It was under the caption: "Advertising a Publication." The writer said that most publishers were content with the statement: "Our circulation is constantly increasing, therefore ours is a good advertising medium."

This, he said, was unsatisfactory, and, continuing, said: "What the exact circulation is, was, or is likely to be, is a subject surrounded by heavy silence and Egyptian darkness. And upon that point is the advertiser most desirous of obtaining information.

"There are three things a publisher is most anxious to obtain, viz.: Advertising patronage, circulation and influence. The first naturally follows the latter two. A publication with a limited circulation may have a wide influence by reason of the force of its editorials and other newspaper excellences. Its field may be limited, hence it has a circulation. A publication may have a wide field with a wide influence and circulation, and frequently not get the advertising patronage due it because advertisers are not made acquainted with its exact circulation and approximate influence.

"I have always believed such matters should be made known to the advertiser, who, as a rule, is a clear-headed business man, thoroughly familiar with the exact measurements, weights and numbers of whatever else he buys.

"This is a commercial age, and a man wants to know what he is giving his money for, and in every case he wishes a good money's worth."

In closing the article the same author says: "But after all that is said and done on the subject, a sentence will hold all the milk in the cocoanut. So here is the sentence: Get up a good paper, and then let readers and advertisers know it."

I am sincere in the belief that this is one of the requisites of success.

I cannot hope to touch all the requisites of success in a country weekly newspaper.

I have mentioned a few of those I deem most important and may be summarized as follows: First of all, and most important, print all the news of your county that you can possibly secure. Inject into it a pleasing, spicy style of expression—the world much prefers to smile than to weep.

"Laugh, and the world laughs with you;

Weep, and you weep alone."

Infuse earnestness into your editorial utterances, but, withal, be courteous and fair with those with whom you differ on matters of public concern.

Insist on payment, in cash, or its equivalent on a cash basis, for all your work. Meet your every obligation promptly, with money—I am sure it pays to do business that way.

Give an honest statement of your circulation to those who are entitled to have it, and you will be the gainer thereby.

Print your paper well if you possibly can do so. I have never seen a poorly printed paper in my life that could not have been better printed with the facilities at hand the very time the job was botched, and without the outlay of a penny.

Prompt service in every department of the establish-

ment—in the delivery of job work and in the publication of the paper.

I cannot resist the temptation to give you my own definition of success, or rather the measure of it to which I aspire, in quoting to you the language I used on a similar topic, before the National Association, at its meeting at St. Augustine, Fla., in 1896:

"It is the country paper, edited by sterling character and a sprinkling of brains, that has influence in the hearts and homes of the people. To have that influence is to be successful in the conduct of a country newspaper. This has been my aim in the conduct of my paper. I have given you my way of doing these things; it is for others to say whether I have been successful or not.

"There, in the country town, amid a rural scene in as fair and fruitful a valley as ever the sun shines upon, my lot is cast, and where I expect my remaining days will be spent; doing what I can, in my humble way, to be a credit to our honorable profession; content, if I may be able, to give my family a reasonably wholesome living and my children a good education, such as our own Kansas schools afford. If I can accomplish this, I am fulfilling the highest duty of American citizenship."

THE COUNTRY EDITOR; SHOULD HE BE A POLITICAL PHILANTHROPIST OR A BUSINESS MAN?

By LEVI D. WAIT, Democrat, Howard, S. D.

Philanthropic editors, like the poor, are always with us. Some are so full of philanthropy that they will run an account, if allowed to, with the home merchant, and the merchant to get his pay must run an ad. in the paper or get beat out of it altogether. They owe everybody, consequently they have to be philanthropic. It is just here that the "business editor," wishing to grow broader in his views, sweeter in his temper, to lose his self-conceit, the intolerance and incapacity of former years and to generalize the detailed experience he has gained in the business from long years of hard work and study, and to be fit, in a word, to accomplish the work he has planned to do, that he runs bump up against the philanthropic editor, who owns a "junk shop," has his patents come C. O. D., never pays his bills, but just the same gets enough work away from a legitimate institution to keep it from pushing ahead, as it otherwise would.

True, I can say I have been a philanthropist in one sense—a philanthropist from force of circumstances—but not in that sense which I have just outlined—a sense which characterizes it as a stench in the nostrils of the better element of the profession—a detriment to progressive journalism—and I doubt some if there are many here to-day who have not also at some period in his business career found himself in the same capacity as I have—dishing out editorial space and great gobs of benevolence for the benefit of some political aspirant because obuged to. As a publisher we must certainly be philanthropists—and political at that—until we have acquired by dint of hard labor and forced economy a competency sufficient to warrant our becoming independent in mind as well as body. The publisher out of debt, with a few hundreds to his credit, is recognized as a successful business man, and the necessity of being such is one of the subjects I have been asked to discuss here today.

During the decade in which I have hustled for ads., solicited job work, worked for subscribers and paid the "devil," I have at some time dreamed that newspaper suc-

cess is a favorable termination of an attempt—the crowning attainment of well directed effort. It is the opposite of failure and confers great honor on him who successfully wins it. With industry and economy I entertain strong confidences that a man engaged in a vocation of a country publisher can succeed; but indolence and inattention to business will be sure to result in ruin and disgrace. The man who is industrious is the man who invariably meets his obligations promptly and earns his money before he spends it. A man in this age and year can not practice running into debt unless he is positive of seeing a way in which to get out again. Neither can he put off until tomorrow that which can be done today. Money costs too much if not honestly acquired. Merchants do not appreciate the necessity of being obliged to carry an ad. in the columns of a newspaper or of placing job work with a defunct institution in order to clear up some old score. It is better to deal with patrons as one business man deals with another—not in begging our way through, but in giving to the world a little compensation for a right to a place within its boundary.

I am aware that many a country editor is being deprived of work on which he could realize a nice profit if given the opportunity to handle it. There are men holding public positions in the State who ignore the publishers who have shouted early and late for their advancement when it comes to dispensing the crumbs of public patronage. As a traveling representative for a year of a large publishing house, I positively am acquainted with officials who send everything in the way of printing they can to outside houses because they can realize a ten per cent cash rake-off or its equivalent in premiums, while the home printer has to be satisfied with an occasional order for a thousand envelopes or letter-heads and what little legal printing the Legislature has prevented the ungrateful official from farming out to a Sioux City or St. Louis concern at so much per farm.

And that's why I contend that a newspaper man in debt, or even with the board, is a political philanthropist, pure and simple, while one with a good paying plant and his home and a few hundreds in the bank can have things more his own way. He will be in a position to dictate—not in the sense of a boss—but as to whether or not he will support this or that man for office. I don't wish to infer that I am speaking from the standpoint of one who has been more severely dealt with in this respect than others—on the contrary I am speaking from a personal knowledge acquired while rubbing up against such practices six days in the week.

So long as a publisher is in debt he will be obliged to cater, but once on a sound financial basis with a few cents in the reserve fund, the other fellows will commence to cater, and patronage, both political and commercial, will come his way without his having to sacrifice his individuality and independence in trying to obtain it.

But how to reach that desired goal is another proposition. A man may have the imagination of a Jules Verne, the wit of a Petronius and the inclination of a Nero, but without the instinct and judgment of a business man his nose will ride the grindstone from one year's end until another, and here I must contend that the country editor should be a business man instead of a political philanthropist if he is to succeed in life—and success means all.

GOOD FOR WILLIAMS.

Walter Williams, a millionaire resident of Columbia, Mo., edits two newspapers, is President of the school board, trustee of the State university and teaches a Sunday school class of 150 scholars.—From Knoxville, Tenn., "Journal and Tribune," January 2, 1900.

PRINTERS' PUBLICITY.

By THE EDITOR.

A copy of *Publicity for Printers*, by "Musgrove" (E. St. Elmo Lewis), reached our table some time ago, but a pressure of other matter has prevented earlier notice. The book is published by the Enterprise Printing Company of Winchester, Va., and is copyrighted by the author. Its dedication is happy and suggestive. It reads as follows: "To the Seventeen Thousand Printers in the United States and Canada who taught me all I know about the advertising and printing business."

The man becomes wise and successful who gathers wisdom from all sources. It is a very poor printer or business man who has not some good idea worthy of adoption. This booklet is a collection of scores of valuable methods of, and ideas about, publicity for printers who need publicity, as do men in other branches of business. This booklet of 108 pages tells "the how" which we often think is more difficult in this than in many other lines. Mr. J. Clyde Oswald, of the Printer and Bookmaker, in the "Introduction," says: "I do not care where the printer may be who reads these lines, or what his circumstances are; he can build up a business that will enable him to live in a castle if he will go about it in the right way. He may say that he does not understand how, but he can learn. Let him read this book, read the trade journals and consult advertising experts." He might have added, let him also study the methods of the most successful and try in every way to improve thereon. The author, in speaking of "The Printer's Opportunity," justly says: "A printer is the richest advertiser in the world. He is richest in opportunity. He has an opportunity in every press, every stick of type, every quire of stock, every pound of ink. The business man pays him for his opportunity." This is the method of advertising through the artistic excellence of the work turned out. A printer should look upon every output from his press as a sample of his art, as an advertisement of his facilities and his ability, and not merely see a job done to the satisfaction of a customer who may be no judge of the higher possibilities, yet would be much better pleased with more attractive work that would cost the printer but a very little more, but bring better results to his customer and serve as most valuable advertising for his own establishment. It is not business wisdom to take work at the lowest possible figure to beat competitors out of the work and then strive to make a profit by cheapening the cost through the use of rapid, slovenly composition, cheap paper, cheap ink and too rapid, careless presswork. It is much better to convince customers by explanation, reasoning and example that good work is much more profitable to them and that such work requires good material and skilled workmanship at every step. It has been, as the author quotes, a wise boast of successful printers, "We are advertised by our loving friends," yet as valuable as is this kind of advertising, it is not sufficient, as the author demonstrates, in this age of push and progress.

The printer must be an instructor, an educator in the possibilities of advertising, in order to reach success or competency. He must produce and advertise something that others may wish to buy or have adapted to the wants of their particular lines of business and produced by the printer who has shown himself an artist with brains. Whatever may be said or thought of combinations, unions, fixed or agreed prices as retarding or helping success, active brains, trained minds and skilled hands, aided by artistic eyes and tastes, win the prizes in the printer's calling. These must have fields, or galleries, if you please, for exhibition and display. "Publicity for Printers" points out

many of the methods by which the pleased attention of customers or prospective customers may be secured and held. The enumeration of the methods proposed, without going into details, are an education in themselves, not because the methods are new, but because suggesting in one collection all the most approved plans of printers' publicity. These are monthly blotters in colors, artistically executed, enumerating the various lines of work sought from those among whom the blotters are circulated; booklets and folders describing how special lines of work are done and enumerating facilities for doing the same; novelties bringing out something new each month in the way of booklets, cards, calendars, blotters, all made interesting. This is enough to suggest the rest. The last chapter of the useful little work, entitled, "Some Experiences Told by Printers," is especially valuable. One thought by the celebrated printer, Paul Nathan, of New York, should ever be kept in mind by printers as well as others in advertising. "To be most effective, printers' advertising should be done regularly and systematically."

We wish to add right here that in this publicity the newspaper press should not be slighted by printers any more than by any other class of people. The newspaper is the most effective means of reaching business men, manufacturers and those of all other callings. Blotters, cards, booklets, calendars, folders, etc., may be overdone. They have been used in many places until they have become a burden and find their way to waste-baskets almost as soon as they reach the desk of the business manager, proprietor or buyer. Life is too short even to glance at these products of the printer's art intended to force the attention in order to secure trade. Unless the printer has the skill, genius, knowledge and the broad information that will enable him to furnish something that will really interest and instruct those whose trade is sought, in matters pertaining to their own business, or suggest something that will catch the eye and fix the attention, as a new idea or a better method of securing publicity in their own lines, these efforts are worse than wasted. The newspaper—which we believe the author does not mention—however, is always available. Herein many of the readers of the *National Printer-Journalist* who own newspapers as well as large job printing offices and binderies are fortunately situated. Those who do not own newspapers will find it profitable to buy space therein. Newspaper advertising by a printer should be in the nature of a department carefully edited. The matter should be changed every issue, if possible. It should talk about printing; tell of novelties, of new designs and illustrations, new methods and machinery; give news about important jobs of printing, with reproductions by etching or halftone of anything especially worthy of showing. There is scarcely any other calling in which so many people are interested as the art of printing, newspaper and book making and illustrating, for these branches are so closely connected today that they may be broadly classed as one art. A double half-column could be made interesting and instructive to all classes of retail and wholesale dealers and manufacturers, every issue of the paper. Yet we notice that those newspaper men who do advertise their job offices put in display advertisements that bear every mark of being used as mere filling and kept standing without change. This is not the way to advertise and would be condemned in any other branch of business. A department heading enumerating different lines that are desired to be kept prominent might be permitted to be kept standing, though even here a change of type and arrangement would be found profitable. Mr. Lewis's book will be found especially valuable in the thoughts and directions as to how best to

handle the different varieties of printed matter, what the same should contain, the preparations for profitable distribution and the quantities to be used.

MISLEADING AS TO LIBEL LAWS.

Editor National Printer-Journalist, Chicago:

In the December issue of your magazine appeared some remarks made by President Frank H. Burhick at the meeting of the South and West Texas Press Association. As the question as to what is libelous and what is privileged is very largely the same in every State of the Union, the remarks of the gentleman are very misleading, and consequently are harmful. The remarks in question are in the form of little quirks or quips and contain such expressions as "confusion and chaos," "the law is a sealed book," that the trend of legal decisions in Texas has been to contract the liberty of the press, "that we demand a law that will define the liberty of the press," "star chamber courts," etc.

The writer can see no particular reason for the remarks in question. The law of libel is not a sealed book. The common law gave us ample information on the subject. No lawyer can understand any branch of the law by reading a definition, and editors likewise must understand the interpretation given to the subject by the courts of the country, for they are probably no more fortunate in their understanding than are lawyers. While we should have legislation in some of the States, such legislation would not enable us to understand the question except in the most limited extent.

The State of Texas has given us as large a number of decisions on the subject of libel during the past three or four years as has any other State. As these decisions are instructive and are of equal value to the editors of all parts of the country, it will no doubt be profitable to review some of the more important ones at this time.

In 43 S. W. Rep., 78, is reported the case of Jones vs. State. Jones was the publisher of a newspaper, and in his paper appeared an attack on the conductors of the Galveston street railway.

The articles referred to them as a set of "pimps," "greasy curs," "foul-smelling scavengers," "Irish snides," etc. The publisher did not name any conductor, nor make any exception among such conductors. The editor was convicted of criminal libel. The article was written by W. H. Noble, who was also convicted of criminal libel.

The case of the State vs. Noble is reported in the same volume at page 80.

The Houston Post of date November 22, 1894, contained the following: "Giddings, Texas, November 21.—Cy. Dement, formerly of Washington county, and who was at one time a Baptist preacher, was jailed last night on a charge of horse-stealing. His son-in-law, Joe Holland, was jailed as particeps criminis. The horses alleged to have been stolen were the property of J. C. Hillsmon, of Ledbetter."

The Texas Civil Court of Appeals decided that a judgment of \$1,000 against the publisher was not excessive, the charge being wholly untrue.

In 41 S. W. Rep., 382, is reported the case of Moulden vs. The Houston Post. On the 26th day of January, 1895, the Houston Post contained the following article:

"INDIGNATION WAS EXPRESSED AT THE CHAINING
TOGETHER OF A MAN AND WOMAN.

"Considerable indignation was expressed at the Grand Central depot yesterday at a species of brutality which ought to deserve some punishment. A young man and his

wife were chained together by the necks, and were in charge of an officer en route to some town in North Texas. The young man, it seems, lives at Beaumont, and in order to get a license to marry the girl he swore falsely to her age. The girl herself had committed no offense known to the law, and yet she was treated just as a convicted felon. It is the policy of the law to encourage the assumption of the conjugal yoke, rather than to punish those who have assumed its responsibilities."

The Post relied upon the statement of R. R. Kelly, a Texas newspaper man, who simply judged from appearances that the man and woman were chained together as stated. As soon as the publisher discovered his error two articles of retraction were published. The first of these was as follows: "The Post regrets extremely that it should be led into publishing the statements that the sheriff from North Texas had handcuffed the young wife who was going with her husband in charge of the sheriff to answer to a criminal charge. The statements were made by reputable persons who claimed to have seen the situation with their own eyes, and hence the misrepresentations as to a highly esteemed officer and gentleman."

J. L. Moulden, the sheriff of Colin county, brought an action against the Post. His name had not appeared except by the designation of "some officer from North Texas." He recovered a judgment against the Post for \$1,000, and the judgment was sustained by the Supreme Court. The name not appearing might affect the degree of publicity and consequently the measure of damages. The retraction under the principles of the common law are only for the consideration of the jury, as affecting the measure of damages. It is possible that the judgment was excessive, but that matter is so far at the discretion of the jury that courts do not disturb them unless the result of prejudice or passion.

In 42 S. W. Rep., 850, is reported the case of Smith vs. A. H. Belo Co., for publishing an article which appeared in the Galveston News and Dallas News, two newspapers published by the corporation defendant.

"ARRESTED IN KANSAS CITY.

"Kansas City, Mo., Aug. 22.—C. R. Smith, of Gainesville, Texas, a stockman of considerable means, was arrested here last night on a warrant sworn out by the Armour Banking Company of this city. The banking company brought suit in the Circuit Court in April, 1894, against Smith to recover \$14,057, which, it was alleged, was advanced to him several years ago, but as Smith had not been in the State since, the papers could not be served."

The judgment against the publisher in this case was sustained by the Supreme Court of Texas. The opinion does not record the amount thereof, but announces the language to be libelous per se, which means that the plaintiff is not required to prove special damages in order to recover. The common law justly recognizes the fact that where a serious offense is directly charged there is a damage to character, and the plaintiff is not required to prove it specially.

A. C. Baldwin, one of the editors of the Texas State Democrat, was convicted of criminal libel for publishing a charge of embezzlement. The name of the person did not appear in the article in question, but the court permitted evidence to show that another article appeared in the same paper referring to J. D. Field. The Travis County Court assessed the fine at \$200, and the Court of Criminal Appeals sustained the verdict. There was another point decided in the opinion which is of importance to newspaper men. Baldwin protested against its publica-

tion, but upon an agreement on the part of G. G. Guthrie, his partner, to assume any responsibility for its publication, Mr. Baldwin consented to its publication. Publishers should remember that parties can not contract for indemnity from the penalties of a crime or a tort, no matter if such contract is in writing; they are against public policy and void. 45 S. W. Rep., 715.

There is nothing in any of the decisions of the courts of last resort of Texas to be condemned so far as can be discovered. The courts have dealt with the same questions the same way in every other State wherever these questions have appeared, and whenever they shall appear they will be dealt with the same way.

The fact that so many libel cases appear from Texas indicates a careless disregard of the most common principles, or it may indicate that a few of the publishers believe that the term "freedom," as so often used, means license. I believe that editors who stand in the relation of officers of associations and all others who assume to be leaders of thought should learn to look upon this question more in the judicial spirit.

Legislation can be brought about more easily and more rapidly by some sort of an effort on the part of the press to confine itself to some sort of a rule of responsibility to the public. By learning what principles of law govern, the publishers will be greatly benefited. It is not the purpose to condemn newspapers in general, but we must recognize that the many must suffer by reason of the faults of the few. The editor should know what to publish, as well as what not to publish.

D. M. BUTLER.

Lincoln, Neb., January, 1900.

THE COST OF CARRYING THE MAIL.

Astounding Facts If Established.

The printers and publishers of books and newspapers are interested in proportion to the amount of mail matter sent out, probably more than any other calling, in the question of postal rates and service; for this reason anything relating to the subject has to them especial value. Every incoming Postmaster-General of late years has claimed that the mails are burdened with second-class mail matter, the carrying of which causes great loss to the Government. It is easier to make this charge than to prove the condition alleged to be necessary. This cheaper postage on newspapers has been granted by the Government on the ground that it was the means of disseminating valuable information, of educating the people and of making them more intelligent and better citizens. We never could see why the same reasons did not apply to the distribution of good books,—and, of course, neither bad, vile nor demoralizing books or newspapers should be permitted to be sent through the United States mails at any price. Advertising sheets of firms meant only to secure trade should have no special privileges. We could never conceive of any difference, however, between the reasons for carrying good newspapers and good books at reduced cost, unless it might be that newspapers are possibly able to serve the causes and ambitions of politicians more effectually than are good books.

If the facts and reasoning of the following testimony by Mr. Finley Acker before the Congressional Commission are correct, then there is no need for any deficit in the postal service, but there should be a large annual surplus. Railroads ought to be well and liberally paid for carrying the mails, yet there is certainly no reason why the Government

should pay forty-five times as great a price as that paid by railway passengers on our trains, or seventy times as much as is paid on first-class freights, and at the same time pay a heavy annual rental for the use of the cars in which the mails are carried. Now, we print the following as it comes to our hands and would like very much, if the same is false or misleading in any way, to be placed right.

Last February supposed, it is stated, reliable Postoffice statistics were quoted which showed that at the average haul of 328 miles, mail was being paid for at the average rate of 40 cents per ton mile. But since then railroad experts and Prof. Adams have submitted tables and testimony which indicate that the average haul of mail is about 813 ton miles, and the rate consequently reduced to about 12½ cents per ton mile.

Mr. Acker frankly accepted the revised railroad data in place of that previously furnished by the Postoffice officials, but to the surprise of all, made out a much stronger case than he had previously done on the old data. In fact this was done so effectually that one member of the Commission was disposed to take Mr. Acker to task for accrediting to Professor Adams the 813 mile data.

The distinctive points submitted were, in brief, as follows: That the primary factors which enter into the cost of any form of transportation are: First, Proportion of "dead" to paying load, and space accommodations; second, speed; third, length of average haul; fourth, weight of average shipment; fifth, character of service, whether daily or spasmodic; sixth, cost of all the details inherent in the securing, handling and managing of the respective classes of traffic.

As to the proportion of "dead" to paying load and space accommodations, it was shown that mail occupied an intermediate position between freight and passengers.

As to speed, mail was similar to passenger service.

But as the average haul of a passenger is but a trifle over 26 miles, and the average haul of a ton of freight is about 130 miles, while the average haul of a ton of mail is now said to be 813 miles, it follows that the average haul of mail is six times greater than the average haul of freight, 30 times greater than the average haul of a passenger, and 300 times greater than the average haul of a ton weight of passengers and baggage. Official rates were submitted which showed that for a haul of 821 miles the freight rates were 70 per cent less per hundred miles than for a haul of only 105 miles on the same route.

Official tables were also submitted which showed that when passengers contracted, as in the case of mail matter, for transportation for the entire year, a discount of 80 per cent was allowed on the single trip rate for a distance of 60 miles and a discount of 90 per cent for a distance of 101 miles.

But an analysis of the sixth factor, which represents the cost of the details inherent in the securing, handling and managing of the respective forms of traffic, showed equally astonishing results. Heretofore it had been found difficult to segregate from the 53 different items of railroad expenditure those items which applied exclusively to mail or to passengers or freight, just as it would be difficult to segregate similar items of expense in a business where three different classes of trading were carried on under one management, such, for instance, as commission or agency business, wholesale or jobbing, and retail. But the problem is solved very easily by simply calculating what costs would necessarily be incurred provided the business were exclusively commission, or exclusively wholesale or exclusively retail. This analysis would show that while a small office would answer for the commission business, a large

warehouse would be required for wholesaling, and palatial salesrooms would be required for retailing; while, in addition, the carload of merchandise which, in the commission business, could be sold to one buyer, might be distributed among fifty buyers in the wholesale department or among thousands of buyers in the retail departments, and by equating these differences with their attending expenses, one line of business could show an expense element of only 3 per cent, the second 8 per cent and the third 15 per cent. Exactly the same analysis can be made of the railroad business. If passenger business alone were transacted sumptuous stations would be required; also advertising; ticket agents and auditors; outside agencies and commissions; conductors and baggagemasters; and all the expenses proportioned to securing and handling 50 customers to one customer for a corresponding weight and haul of freight; or 300 customers to a corresponding weight and haul of mail. The necessary costs attending the passenger business exclusively are very analogous to the retail mercantile business.

On the other hand, in the handling of freight, exclusively, plain but substantial warehouses would be required; also the cost of switching; loading and unloading; trackage in stations, and non-productiveness of cars while being shifted, and while being loaded and unloaded; advertising and solicitors; clerical help for notifying consignees, calculating each shipment and receiving and discharging it; also liability as bailee in case of loss or damage. The costs of conducting the freight business exclusively are very analogous to the wholesale commercial business.

But if mail transportation is considered exclusively, all the expenses of luxurious stations, gigantic warehouses, advertising, solicitors, baggagemasters, conductors (but not brakemen) ticket agents and auditors and all the other expenses connected with the handling of millions of customers are eliminated, because in handling mail matter the railroads deal with but one customer (the Government), and the business is secured without the necessary expenditure of advertising or solicitors. In regard to speed, however, this slightly increased cost is similar to that of the passenger service, and the cars are probably better lighted and also heated. In addition at about 20,000 stations the mail is delivered to and taken from the Postoffice where it is less than 80 rods distant, and at 10,520 way stations catchers are furnished which cost about \$15 each and last from 10 to 15 years. When all the conditions are carefully analyzed for conducting the mail business exclusively, the comparative cost will be found strikingly analogous to the commission business—with the two exceptions of ratio of "dead" to paying load; also quality of cars, which latter feature, however, is much more than counterbalanced by the fact that a rental is paid each year for a Postoffice car which exceeds the entire cost of its construction.

And yet in spite of the comparatively cheap cost for hauling mail the fixed government rate for hauling 200 pounds mail daily the full length of the average mail haul is \$94.77, while the cost for hauling the same weight of passengers the same distance would, at the lowest commutation passenger rate, be but \$2.07; or at first-class freight rate be \$1.36, or at the sixth-class freight rate only 45 cents. The above represents the rates for the lightest mail routes, but jumping to the opposite extreme and taking the heaviest mail route, which is approximately 300,000 pounds daily, it will be found that the rate fixed by the Government for hauling this weight the full distance of the average mail haul (813 miles) would be \$7,317, while a similar weight of passengers carried the same distance would be at the lowest commutation rate \$3,121.02,

or at first-class freight rates be \$2,048.76, or at the sixth-class freight rates \$682.92.

The above comparison was suggested by an examination of Professor Adam's first table, but an examination of all the invaluable tables compiled by this careful statistician (which relate to railway mail pay) fully corroborate the belief that the present rates for transporting the mail are disproportionately high in comparison with other forms of traffic.

The second table shows that while the ton mileage of mail had increased 555 per cent since 1880, the operating expenses of railroads had increased only 221 per cent, passenger mileage 224 per cent and freight ton mileage 313 per cent, and yet no change in the law fixing railway mail rates had been made for 20 years.

Professor Adam's third table shows that the law fixing the present rate was enacted in 1873. In 1876 when the ton mileage had increased 46 per cent a reduction of 10 per cent was authorized in the rates. Again in 1878 when there was another increase in ton mileage of 15 per cent, another reduction of 5 per cent was made—but no reduction has since been made, although the ton mileage has since that time increased nearly 1,000 per cent.

The fifth table shows an apparent reduction of nearly 40 per cent in mail rates per ton mile—but this apparent reduction is due in every instance to the hauling of wholesale instead of retail quantities, and had each route hauled only the same weight as formerly there would not have been the slightest reduction.

The sixth table shows that the percentage of mail earnings had increased from 1.879 per cent in 1878 to 2.747 per cent in 1898, or an increase of over 46 per cent, and confirms the claim that the proportion of mail earnings to the railroads had increased in a greater ratio than the passenger and freight traffic.

The seventh table is significant because it shows that 82 per cent of the entire mail tonnage is carried on only 195 Postoffice car routes out of a total of 2,400 railway mail routes. These 195 Postoffice car routes average over \$100,000 per year in earnings, while the other mail routes average less than \$6,500 per year. This table also suggests the significant comparison that, while the average passenger car (in use and in reserve) earns but \$10,528 per year, the average mail car (in use and in reserve) earns upon one basis of computation \$15,586 per year, and upon another computation \$19,427 per year.

The ninth table shows that while the ratio of cost for mail transportation to the aggregate expenditures of the Postoffice Department was but 28 per cent in 1878, the ratio had increased to 35 4-10 per cent in 1898.

Having analyzed all the tables bearing upon the subject of rates for mail transportation, attention was called to a feature which had not been previously referred to. An impression prevails among some that the railroads should be paid an extra high rate because of the great benefit of the mail service to the general public. But Mr. Acker demonstrated that the greatest beneficiaries of a prompt and efficient mail service were the railroads themselves. One of the important and fundamental factors which has stimulated our internal commerce to an unprecedented degree, and developed in a corresponding ratio the transportation traffic, has been the aggressive advertising efforts of enterprising manufacturers and dealers—advertisements in the form of newspapers, magazines, price currents, pamphlets and circular letters, and were it not for this display of enterprise and great expenditure of money, the demand for freight transportation would be curtailed to an alarming

degree; and if the mails were stopped *entirely* every railroad sooner or later would be *forced* into bankruptcy. Most firms would consider themselves very fortunate if they could have their advertising done for them at no cost to themselves, but few would think of following the example of the railroads in demanding that a greater profit be made on their own advertising matter than they make upon their regular merchandise.

Up to this time every argument advanced in support of the present rate of railway mail pay, has, upon close analysis, only strengthened the opposite view; and while new arguments will in all probability be submitted by the railroad interests which, on the surface, may seem very plausible, there is little doubt but the inherent character of the facts themselves will, when carefully scrutinized, also convert these new arguments into fuller and stronger testimony for the opposite side.

One cent letter postage, which means the saving of a dollar a year to those who write only two letters a week; and a cheap parcels post system, which means a convenience to every family in the country and a great stimulus to our commercial industries, are the two practical objects which warrant such an exhaustive treatise of the question of railway mail pay, and it is Mr. Acker's hope that when the situation is clearly and fully comprehended the railroad interests will join hands with the commercial interests in securing these important postal advantages.

MASSACHUSETTS PRESS ASSOCIATION.

Thirty-first Annual Meeting held in Boston.

The thirty-first annual meeting of the Massachusetts Press Association was held at the United States Hotel, Boston, Monday, January 8. After the business meeting the gentlemen were joined by the ladies and a social hour was spent before the banquet, which was set for 3 o'clock, at which time nearly two hundred were seated at the boards, one of the largest meetings in the history of the Association.

President Dowse was the toastmaster and the first guest of the afternoon to be introduced was Gen. W. W. Blackmar, who told delightfully an incident of the Civil War in which he was concerned. The old story of love and daring, which is ever new, added a touch of romance to the tale of the recovery of the love letters of Libbie Bacon, written to Gen. Custer before she became his wife; these letters having been captured and held at Petersburg, Va., until Gen. Blackmar had the honor of reclaiming them from a Confederate family and placing them in the General's hands.

Rev. Peter MacQueen, who has risen to some prominence in his work as correspondent from Cuba and the Philippines, also spoke on war, but from a different standpoint. He paid a glowing tribute to the work of the American army and a personal tribute to Gen. Lawton, with whom he was associated. Mr. Sam Walter Foss, the poet, gave two selections, and he was followed by Hon. George A. Marden and Dr. A. E. Winship. Both of the latter gentlemen spoke in a humorous vein, and as the company dispersed the banquet hall was filled with merriment.

During the afternoon there was music by an orchestra, also vocal selections by a contralto soloist. In the evening almost the entire company availed themselves of the invitation of Manager Tompkins, of the Boston Theater, and had the pleasure of seeing Mme. Modjeska in the historic play of "Mary Stuart."

A WORTHY PRIZE OFFER OF \$100.

The Only True Way to Build Up a Business.

No man has of late made greater efforts toward raising the standard of ethics among those engaged in competitive business and who employ labor than has Mr. George H. Benedict. The folly of taking work below cost merely as fillers to keep the machines running has been demonstrated by him so thoroughly that no printer or engraver in this country can sin along this line without sinning against light and reason. Mr. Benedict has not only written wisely himself, but by liberal premiums has induced others to write. He now presents the article printed below on

editors may deem proper to make, is to appear in all the leading papers of this calling in the February issues, hence all who have at heart the true advancement of the calling by bettering the relations and improving the methods of employers will have an opportunity to contribute, and we hope the readers of the National Printer-Journalist will not be behind in this effort to improve the calling in the most sensible way possible; that is, through an education that will lead to the adoption of fair, equitable, honorable, intelligent, progressive business methods:

RIGHTNESS AND OUGHTNESS—ETHICS OF OUR BUSINESS.

ORGANIZATION.

The greatest good to the greatest number is the foundation of all legislation. An equitable unison in the conduct of business is a just and direct duty, as much so as complying with the rules of action and conduct by legislative enactment. Co-operation in the support of a harmonious alliance is organization. Without organization the tendency is constantly downward; without organization, envy and suspicion put us at the mercy of whipsawing methods, leaving everything to reckless rivalry, uninfluenced by any other consideration than a struggle for individual supremacy.

As an association, we unite for a common purpose, for advancement and improvement, with an earnest desire to increase our comfort by working in harmony and subordinating self-interest. In contrast is the theory that man's supreme effort should be the systematic pursuit of selfish ends, regarding only self-interest and self-advantage, and limiting endeavor to personal aims.

"Factions among yourselves, and preferring such
To officers and honors and a saving policy
Is to prefer to practice all the principles
That usher to destruction."

THE ASSOCIATION.

Believing that in the conduct of our business no individual or concern should act regardless of his neighbors and competitors, and that the interests of the individual are identical with the interests of all; that as a body we should have for a common purpose the progression and promotion of the craft, with a combined disposition to promote the welfare and best interests of each other, and that while the spirit of competition has been so keenly sharpened by the methods of the past as to cause it to enter into and influence every transaction, at the same time we recognize that there are methods of competition which are clean, honorable and legitimate, whereby we can compete without wronging others and without demoralizing the business in which we are engaged, we offer the following rules and recommend them to the craft:

"Nothing can be lasting when reason does not rule."

OUR DUTY TO OURSELVES.

The code of ethics best calculated to elevate the status of our trade must be evolved by the development of moral and intellectual manhood. We should, therefore, resolve to test every transaction by the standard of truth, justice and equity. The success of the association depends entirely upon the honesty and loyalty of its members. If we, individually and collectively, are staunch, steadfast, and incorruptible, we cannot fail. We should strive to demonstrate conclusively that we are, as a body of citizens, entitled to the highest consideration, that its members are



GEORGE H. BENEDICT,

Of Geo. H. Benedict & Co., Engravers and Electrotypers, Chicago.

the "Rightness and Oughtness of Our Business," and backs the article with the offer of a prize of \$100, at the rate of \$1 a line, for short paragraphs on how to best improve the ethics of the calling. The paragraphs written will be submitted to a committee of publishers of papers devoted to printing, publishing and engraving. This committee will carefully examine the contributions and decide as to which are entitled to the price of \$1 a line. It is not intended that any one paragraph shall be of the length of one hundred lines; on the contrary they must be short and to the point. If a paragraph of ten words, the length of line contemplated, should be the best, that one line will be entitled to a prize of \$1, or the best five lines or ten lines to \$5 or \$10 respectively. The article printed herewith is given to suggest ideas, or rather to stir up thoughts, but the paragraphs submitted are not to be repetitions in word or thought of this matter. The following, which appeared in a recent issue of the Journal of Engraving and Electrotyping, with such comments as the several

as trustworthy and intelligent as can be found in any line of business.

We should associate freely with the members of the craft, study their ways and methods, and endeavor to win a reputation as a firm with whom people can trust their work without competitive bidding. It is an absolute essential in honorable competition that we prove ourselves as straightforward in every particular as we would have our competitors.

"Who reasons wisely is not therefore wise;
His pride in reasoning, not in action, lies."

COMPETITION.

The application of the competitive principle is the main cause of the constant lowering of prices in the past; it has been the greatest evil of our business, and one which, having no influence on the volume of our work, is unwarranted, unnecessary, undignified and ruinous to the welfare of ourselves, confusing and embarrassing to our patrons and a menace to our employees.

The practice of taking orders as fillers for the purpose of keeping men and machinery busy is a most baneful and pernicious policy that educates the customer to want and demand the same treatment on every future order; and further, the figures given on a filler are quoted in a way that conveys the impression that those are the regular prices on any order, at any time.

The expense of doing business, such as the wear and tear of machinery, interest on money invested, bad debts, rents, taxes, insurance, bookkeeping, and all other items of expense, should never be forgotten, and these must be as surely levied on each particular order as its labor cost. Never, under any circumstances, should the entire cost plus a fair profit be departed from.

"There can be no profit if the outlay exceeds it."

PRICES AND ESTIMATES.

Every establishment should have a thorough knowledge of what it cost to produce the work it sends out, and should determine what percentage of profit it will be satisfied with. Based upon these two items, it should establish its prices for all work undertaken, whether secured by estimate or without a price being named in advance.

Do not assume that every one who asks for an estimate has an idea of jewing you down; in the majority of cases he only wants to know in advance what the bill will amount to.

When requested to make estimates for work, the intelligent proprietor should endeavor never to lose sight of the fact that the only proper price to make is the one that he would make were the work intrusted to him without an estimate having been requested on it, always consoling himself when he loses an order with the thought that if he had incumbered himself with the work at a low figure he would have incapacitated himself from doing what may presently come along at a remunerative rate.

Always have the courage to ask a fair price for any work offered, resting assured that it will be more profitable to be without an order than to secure one in which there is liable to be a financial loss in its execution.

Estimates calling for detailed specifications of separate value of the work should always be refused. These details the customer has no right to; they are your property, and giving them away is one of the surest methods of provoking unfair competition.

A firm should always contend that it is entitled, when asked for an estimate, to know the names of all who are to be requested to figure on the work. A glance at the

names is often sufficient to show whether it is worth the trouble to make the estimate.

The man who asks for a bid upon work, and before receiving it shows the figures made by another bidder, should be marked; it can be depended on, if he will show you another's bid, he will show yours to a third party. He wants you to do the work, providing you will do it for less than any one else.

When estimates are asked for by any person on work done by another concern, they should be invariably declined. It is not safe to criticize any price until one is in possession of all the facts.

In making estimates we may unwittingly wound some of our best friends when we have least intended it. If the aggrieved person thinks he has been injured by an estimate which has taken away a valued customer, his proper course is to seek an explanation. In most cases he can reach such an explanation as will prevent a repetition of the error if it does not bring the lost work back.

Make no rebates or allowances to brokers or middlemen. It is a fallacy to have favored customers. No line can be drawn between the large and small customers that will not be unjust to others in the same line, and if a special rate is made to anyone in a certain trade, everyone in the trade will protest against the discrimination.

On no account consent to pay commissions to bookkeepers, secretaries, or others who have work to give out. It is demoralizing to both the giver and the taker. Money is passed without the proper equivalent. The agent is selling something he has no right to sell, and unless the seller has a better conscience than is ordinarily met with, the commission is added to the bill, and the customer pays more than he should.

"Reckless rivalry brings success to few, misfortune to many."

OUR DUTY TO EACH OTHER.

When a young competitor enters the ranks welcome him as a new soldier to the field, and help him to any information and assistance which will enable him to overcome the difficulties we have had so much trouble in surmounting. In this way the element of ignorance, which does so much to demoralize the craft, may be partially eliminated and one of the most dangerous factors of competition destroyed.

The young employer who starts with a small capital, and does most of his own work, should ever remember the honorable nature of his calling, and never make the mistake of supposing that because he does his own work he can do it for less than his neighbor who employs a large force of workmen and expert superintendents and foremen. He should rather insist that the work which he does with his own hands will be better done, and therefore he should receive more for it.

If it is possible to help a neighbor out of an extra rush of work, do it cheerfully, and divide with him the profit on the work. In this way the temptation to add to the facilities will, very often, be overcome. Idle machinery makes it almost impossible to maintain any standard of prices which may be adopted.

"With other men's follies before our eyes, we should not put our own behind our backs."

OUR DUTY TO OUR WORKMEN.

In the conduct of our establishments it should be our constant endeavor to elevate the moral character and ameliorate the financial condition of the workmen who are engaged with us.

While it should be the firm and unalterable determina-

tion of every proprietor not to be dictated to by labor organizations when their demands are unfair, we should always remember that the proper place for us to look for remuneration is from the business we do at a legitimate profit, and not from what we can save on the wages of the workmen, or from what we can make out of each other.

In the treatment of apprentices or boys who are in our employ, it should be considered our duty, if they prove inapt or unteachable, to advise them to seek another line of trade. It often occurs that a poor workman in our line would have made a good workman in another line.

When we conclude that the apprentice we have taken is competent to learn the business, and that he will learn it in such a manner as to reflect credit upon those who taught him, as well as himself, no effort should be spared to make him all he should be as a workman and a good citizen. By so doing we add to our own happiness and his prosperity, and help the future generation of our craft along a very troublesome road.

"Every man is a debtor to the profession from which he seeks to receive countenance and profit. So ought he of duty and by way of amends endeavor to be a help and ornament thereto."

NURSING HOME ADVERTISING.

By EMERSON P. HARRIS.

Most local merchants use less space in their local papers than they might profitably occupy. What they need is not soliciting but nursing. Suggestions for some, literary help for others, encouragement for all.

First, they should be made to realize that the advertisement is the modern engine for selling goods. If the publisher does not believe this already and exhibit it in various ways through his columns and in the conduct of his own business, he ought to get converted. A genuine belief in advertising, faith in its value to the reader as well as to the advertiser, changes the whole attitude of the office toward the matter. Encouragement of changes in copy takes the place of checking such change, and new life is infused into this department of the paper.

If the publisher does not have a man to visit advertisers, he should go himself and he will be surprised how much he can do in a short time if he be prolific in ideas, and also how little the heavy editorials are missed which he is thus hindered from writing.

One plan I have found to work exceedingly well to insure fresh copy in the ad. space of the smaller dealers is this: Get from such merchants as do not change copy regularly, the data to write up a series of ads enough to last quite a number of issues, write them up yourself and have them nicely set when the ad. man has plenty of time to do it. Then run, in the order arranged with the advertiser. This insures the appearance of an announcement in each issue, which gives the impression of there being some life behind it. Of course, each ad. should be pertinent, timely and useful.

Where the smaller advertisers are left to think of their advertising each week, they will forget it and so become indifferent to the whole matter. But this plan fixes it so that an occasional interview insures continuous good advertising. In fact, the advertiser thus helped is quite apt to get into the habit of mailing in suggestions, or perhaps a series of ads written out.

There are lots of things that will suggest themselves to the publisher who is moved by faith in printers' ink and the spirit of helpfulness, but there is no one idea that in my own case has been so useful as this.



About Advertising.

By Charles Austin Bates, New York.

Communications to this Department are solicited. Questions will be answered and criticism made on advertising matters.

A writer in the Men's Outfitter publishes an article in which he purports to give the experience of a successful business man. He asks the business man whether a man, being perfectly honest, can get rich in business.

Then he (J. G. S.) makes the business man say:

"When I first started in business I fixed up a motto like this: 'Justice; I accord it to all men and exact it of them.' Very good. A lot of men came in and bought things, man fashion, and went out, and I said to myself: This is easy—doing business—just like Sunday school. By and by I noticed a whole lot of other men who wouldn't do business that way and I found I wanted their trade, too—I needed it. So then I began to reflect that there are two sides to a bargain, and perhaps the buyer has as much right as the seller to say how the trade shall be conducted. After that I began to let them dictate. I began to take lessons in the 'art of doing business.' My motto would work all right on the first class, but they were so few you could handle them all yourself—you wouldn't want any clerks hardly. And the other class was so large and had so many ways of wanting to trade that it took me a long time to learn their whims.

"One man has to be petted and flattered, so I call him Colonel —, because he is a captain in a high-toned organization. Another comes in and he wants to buy everything a little cheaper than anyone else; can't help it; he was born that way and seems to consider it a right of his, a prerogative. Well, I ask him a little more to commence with and give him a chance to haggle. Another has a notion that everything must be made for him; and although I have a silk hat in stock that fits him and suits him in every way, he says: 'No, you must make me one on my block.' So I set that hat aside and made it for him. I try to suit them all. So now I've got another motto, but I don't hang it up on the wall, and I hope it is a righteous motto, too. It reads like this:

"I'll treat you honest as long as you'll treat me—and a little mite longer. But not much."

I guess there's some human nature in this. Just the same, it's painted with a little too broad a brush to "gibe" with the facts. Diplomacy is necessary in business. But diplomacy doesn't necessarily mean dishonesty. It isn't dishonesty to call the conceited man "Colonel" when he comes into your store any more than it is honesty to call him an infernal scoundrel and refuse to sell him goods because you don't like him and he doesn't belong to the same church. Every business man has to learn to be tolerant of all the little oddities and vanities of human nature. But in this day and age I'm sure more men make a success by marking the prices on their goods in plain figures and sticking to them than do so by following the old plan of haggling with the customer over the price.

Of course, it depends to some extent on where you are doing business. At the county fairs in Ireland a farmer will bring his pig to the fair to sell it. Another farmer will come along and want to buy it. The two will start in and haggle over the price of that pig. They'll start in

early Tuesday morning, and, with intervals for drinks, they'll still be arguing and haggling at 6 o'clock Tuesday afternoon. To hear them you'd imagine they were fighting instead of driving a bargain.

Now, this way of doing business may be all right for the country districts in Ireland. If J. G. S. had a pig for sale and took it to an Irish fair for the purpose of selling it, he would probably make a great mistake by labeling it at the outset with the lowest figure he was willing to take and then sticking to that figure. It's quite possible that the pig might die of old age before he managed to sell it. However, if other men imitated him and kept coming to the fair and labeling their pigs with the bottom price at the outset, and this was kept up and kept up, eventually the country Irishman might see the saving in the matter of time, breath, profanity, drinks and lies, and adopt the one-price plan.

That's exactly what has happened in this country. In backwoods sections there may still be a few people who aren't educated up to the one-price plan of doing business and who prefer to buy their goods on the county-fair plan, but they are few and far between. Most Americans live in a hurry. To haggle over the price of anything is a waste of time. That is really the biggest question at issue. The one-price-in-plain-figures plan saves time, and time is money, and money is what Americans are after.

J. G. S. writes a very entertaining little story that rather tickles one's funny-bone. But when you get right down to business, the merchant who does business on the "haggle" plan in America at this time is a chump pure and simple. He's hopelessly behind the times.

The little anecdote about making the hat is very amusing, but the merchant who takes it for a guide and tries to practice it has a moral cinch on eventual bankruptcy. It is a mistake to imagine that your customers are chumps. Try to fool them by selling them ready-made silk hats on the pretense that they're made to order, and eventually one and then another and then many of these customers will find that you've been fooling them, and they'll take a whole lot of customers, whom you've possibly treated squarely, along with them.

J. G. S. writes a good funny story, but I hope that none of the readers of the Men's Outfitter will be sufficiently foolish to try to do business upon the plans that his stories lead to.

Be honest about your goods and your methods of doing business—be just as diplomatic as you please in your treatment of a customer.

SOUTH DAKOTA DEMOCRATIC PRESS ASSOCIATION.

The following letter has been received at this office announcing the formation of a Democratic Press Association in South Dakota, with a list of the officers:

Howard, S. D., Jan. 20, 1900.

National Printer-Journalist, Chicago, Ill.:

We organized a Democratic Press Association at the Sioux Falls meeting with the following officers: President, Glenn M. Farley, Madison Outlook; Vice-President, T. W. Taibman, Plankinton Herald; Secretary, Levi D. Wait, Howard Democrat; Treasurer, C. R. Tinan, Kimball Graphic; Executive Committee, Harry Wehtzy, Pukwana Press; H. S. Volkmar, Milbank Review; J. W. Peekham, Alexandria Journal; C. Boyd Barrett, Aberdeen Sentinel; C. C. Fletcher, Aberdeen Democrat; J. C. Palmer, Yankton Herald; Mark Scott, Sioux Falls Journal.

Yours fraternally, Levi D. Wait.

THE JOB PRINTER.

By Charles H. Cochrane, New York.

Are job printers really the artists they commonly consider themselves? Does the trade require a superior grade of intelligence? Is the man who handles display types any better equipped than the joiner, the machinist, the photo-engraver, the electrotypist, or the average man in other callings? I used to think so; I used to glory in the fact that printing required an intelligence that placed the men in it beside those in the professions. I used to believe that the manipulation of types developed an education that was better than that of a high school. Lately I have been looking into some other trades and noting the great amount of skill, technical knowledge and intelligence required to perform the work correctly, and now—I don't know. The influx of machinery and new processes in all trades has required a higher grade of ability to produce the desired results. This ability has been found, and hence the average of intelligence in trades has been raised materially. As a result I question very much whether the job printer ranks much above the average of trade workers, for in very many cases he has been standing still, while in other trades there has been an advance. This being the case, what must the job printer do to elevate his craft into an art proper, so that the line may be drawn that separates him from the crowd of mechanical workers, and elevates him to a producer of the artistic?

* * *

I conceive that every job printer who desires to be in the van of progress should take instruction in drawing, perspective, color, etc., and learn the rules and principles that underlie the work of the illustration artist. With such knowledge he will be equipped for the production of really unique and picturesque work in type and display. There never was such a demand for high-grade commercial work as there is now. Never were so many business firms aware of the trade-drawing power of a superior grade of printing. Never were so many firms advertising and seeking to bring in trade with printer's ink, instead of the more costly drummer. Here is the job printer's opportunity; here is the harvest ripe for his sickle. There always will be employment at extra large wages for men who can do a grade of work that will attract general attention; work that shall be as much above the average as the National Printer-Journalist is above the typographical average of newspapers.

* * *

The job printer can not expect to have to do this extra high-grade work without a course of hard study in the details that lead to perfection. A man must be better than his fellows to lead; a job printer must travel the road of long and earnest endeavor before he can rise above the crowd of other typesetters. Printing is undergoing a change—a growth of original, artistic reproduction is setting in and becoming stronger. If you, job-printer reader, feel that you have undeveloped talent, get to work and learn, learn, learn. Use your brains and cultivate your talents. The time will come when you will find your place and will be glad that you dropped the trifling pleasures of yesterday to gather the knowledge that brings tomorrow the fruit of intelligent industry.

* * *

It is not always easy to make register on a color form. Especially is this true with a large sheet on a cylinder press. When a difficulty occurs in making register at the



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Principal buildings which will form the main group of the Pan-American Exposition at Buffalo, N. Y., 1901.

second or third impression on such a sheet, the pressman should inspect the paper carefully to learn whether it is still flat. If it has been warped out of shape by the previous printings so that it will not lie snugly against the cylinder at all points this is a certain cause of variation in register, and it becomes necessary to make the paper flat in some way, as by dry pressing. If the paper is all right it is well then to examine the packing, which may be bulgy at some place. The remedy of course is to reduce the packing at the point of bulge, and to compensate by underlaying. Sometimes the trouble in register is that a large plate tends to run long or run short, as compared with the impression in a previous color. The pressman measures the plates and finds that both are exactly the same length, and he then knows that there is something wrong between the cylinder and the bed. If the impression is running too long on the present color, he must build out the cylinder packing and then adjust the form and impression to it; if the impression is too short it can be helped by a reverse course, reducing the thickness of the packing and letting down the bearers and cylinder. Of course these things are makeshifts, contrary to the correct principles of presswork, but they are sometimes necessary to save a job. The need for them does not arise unless something is wrong in the first place. The job printer who once gets into his head the theory of the method in which a cylinder press takes the impression, and the reason why the diameter of a cylinder should not be changed by adding to and taking from the tympan, will be much better equipped for dealing with difficulties in register. When the cylinder of a press is properly tympanned and properly set, and the guides are right, it should produce good register. If it does not, there must be play in the bearings, as is usually the case with well-worn or old-fashioned cylinders.

* * *

Not long ago I saw a job of three-color work done on oil silk. It was a fine job, too, in good register. I had the curiosity to inquire how it was done, and the printer told me that he resorted to the almost forgotten method of pointing the work, and that it went through the press almost as readily as so much paper. He was afraid to tackle the job at first, until he thought of the pointing. Then he decided to try it, and named a price on the presswork about three times what he would have charged if it was three-color work on paper. He manufactured points by driving short pins in the feedboard and cutting off the heads. With these aids to register, the job was put through smoothly at 800 impressions an hour, yielding him a comfortable profit for his bright idea.

* * *

It pays to have bright ideas in the job printing business. I know another job printer who had a job in agate that included occasional characters in Chinese. The copy for the Chinese character was much larger than he was allowed to make them in his agate work. He made a price on the job based on having little cuts made of each of these characters. Afterwards he had the happy thought, and set the job up in small pica, making the pages double size both ways. Then he got a perfect proof of each page, and pasted in the Chinese characters of the copy where they belonged, and sent all to his photo-engraver with instructions to reproduce half size. In this way he got nice plates to print from, and the cost was about half what it would have been done in the other way.

* * *

Mr. George E. Lincoln, the man who has filled up so many printeries with linotype machines, is quoted as saying recently that the time was not far distant when a machine

would be produced for doing job composition as well as straight matter. I remember that Tolbert Lanston outlined a method of doing this in theory some years ago. He had a machine in mind that would cast its own type and produce anything from 6-point to 18-point at will; but I believe he never built one. I suppose that Mr. Lincoln makes the statement on general principles, believing that there is nothing that cannot be done by a machine. In this he is about right, for the possibilities of mechanics are seemingly boundless, and, if a machine is wanted to do any particular thing, it can be made, if only enough patience and experience is brought to the task. Somehow my own notion is that we shall print without type before a typesetter is invented that will handle a variety of faces and sizes with commercial speed and economy. The composing machines we now have are adapted in many ways to assist the job printer, as they will reduce the labor on almost any class of composition except the display. In every large job office it seems to me that eventually they must come to using one or more machines of each class, as each has special advantages for certain things. The Linotype is most economical for many classes of composition, the typesetting machine for other things, and very likely the type-casting machines will prove to be most economical for other classes of work. At present the Linotype holds the field, and the type machines proper are coming into increased use, as they are about to be made self-justifying. The casters, that is the machines that cast type and set it, are scarcely in the commercial stage as yet. Some day there will be more machines forming line-slugs like the Linotype, and with all the new machines coming in the prices of machines will be lowered. If the machine to set display type comes along, it yet is far enough in the future not to worry the job compositor, who will continue to hold his own for many years to come.

BACKING REPORTERS.

It does not seem to be always understood that a paper must, at least, maintain a reputation for reasonable reliability, for telling all the news with truthfulness and accuracy. There is another element in human society that is not always recognized or appreciated, and that is the fact that "no man liveth unto himself." While there are certain privacies of the home and of personal affairs that may be held sacred from public scrutiny, there is such a close bond in modern society and government that what concerns one is likely to concern and interest many others who are entitled to a knowledge of the facts. The failure to recognize these principles often adds to the burdens of both the reporter and the editor.

The Waterbury (Conn.) American recently had the following to say on this subject that pictures the troubles of more than one editor:

"One of the hardest of my duties," said the editor, "is to back up my reporters and keep on good terms with some of my friends, especially if the latter are in charge of a large business like a factory. They want to keep everything secret, and resent the inquisitiveness which I am bound to encourage in reporters. In general, I sympathize with the reporter in all proper means he may employ to unearth news. In particular cases, however, I may sympathize with the other side, especially when the interested party is a friend and he appeals to me to protect him from the news sleuth. If he is reasonable, I can usually manage it. It is only when he is pompous, insulting, and abuses the young man who asks him questions never so politely, assuming that he has no right to approach him at all, that I have difficulty. Then, for the

sake of the good paper, to maintain esprit du corps among the reporters, to convince them that they will be backed up in any legitimate enterprise, it may be necessary sometimes to tell one's friend that he has exceeded right and propriety. It may be impossible to convince him that he has no business to treat a reporter as though he were an impostor, even though he be a little earnest in his manner and exigent in his question. Some men don't care. Others don't know. The teachable man will learn by experience that reporters will respond to pleasant manners as other men will, and will resent abuse and contemptuous treatment. When they haven't learned that, and won't learn it, it is sometimes necessary for the editor to back up the reporter in teaching the unlearned lesson."

CONNECTICUT EDITORS MEET.

The annual meeting of the Connecticut Editorial Association was held at New Haven, Monday, January 8. At the morning session the officers were elected for the coming year as follows: President, C. H. Scholey, Jr., of Guilford. Vice-Presidents, M. F. Slattery, Hartford; W. C. Sharpe, of Seymour; W. S. Jones, of Westport; A. E. Knox, of Woodbury; C. A. Kirtland, of Deep River; N. W. Kennedy, of Killingly; Lewis McLaughlin, of Stafford Springs, one for each county of the State. Secretary-Treasurer, E. S. Ela, of Manchester. Delegates to the meeting of the N. E. A. at New Orleans: H. B. Hale, of East Hartford, and J. A. Bolles, of New Milford. Alternates: J. S. Jones, of Westport, and T. S. Pratt, of Rockville.

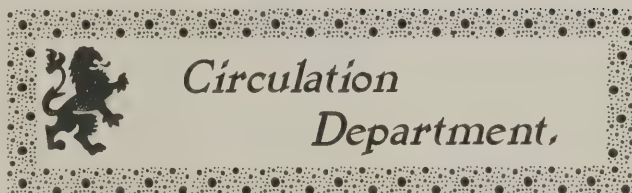
It has been the custom of this Association to make matters pertinent to the business or management of the country office the topic for discussion, but on this occasion this plan was departed from. Most of these editors conduct their business in large towns or young cities, so that it was eminently fitting that "The best form of municipal government for large towns" come before them. Talks on three phases of the subject were given, that on "The City," by T. S. Pratt; "The Borough," by Geo. C. Woodruff, of Litchfield, and "The Town," by J. A. Bolles. These talks and the discussion that followed brought out many facts of value regarding sewerage, street lines, sidewalks, etc.

The Association has acceded to a suggestion from the Rhode Island editors to join with them in a summer meet at Block Island, a spot where the sea breezes always blow with rejuvenating effect not found at any shore resort, where the surroundings are many of them unique, and the environment redolent of the festive lobster and the sedate clam.

ARTISTIC AND INTERESTING.

The National Printer-Journalist, published at Chicago, is the official journal of the National Editorial Association. It is a most elaborately and artistically gotten up publication, beautifully printed, and entirely devoted to the interests which it represents. It circulates among the printers of the United States.—*New Orleans Times-Democrat, January 5, 1900.*

The writer has subscribed for and read nearly all the papers and magazines of our country devoted to the graphic arts and allied branches. None proves of more interest to me than the National Printer-Journalist. You deserve much credit for your efforts in behalf of the Typothetæ, and your paper should be in the hands of every member of this Association.—*John W. Campsie, Superintendent Job Department Milwaukee Sentinel, June 29, 1899.*



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

Springfield, Ill., Jan. 17, 1900.

National Printer-Journalist, Chicago, Ill.

Gentlemen: We have tried several plans on the City Circulation Department of our paper. It is a vexed question of how to run the city circulation of a paper to the best advantage. Most plans that we have tried have been unsatisfactory. In fact, it appears that all plans are unsatisfactory on this branch of the newspaper business. We are now and have been for several years operating directly from the office, believing that it is more satisfactory than to sell the papers to newsboys or to carriers. We have the town divided into four districts. We pay the carriers by the week and have four young men (each of whom carries a route) to collect on a percentage, and each looks after the general welfare of the paper in his particular territory. We also do some canvassing from time to time in addition to the work done by these young men for the purpose of securing new subscribers. We have found it very unsatis-

PLEASE PAY COLLECTOR for the paper promptly, where the paper is left. Payments should be made to the carrier. Pay no money without taking a receipt: no claims allowed unless you can show receipt.

1

NO.....

BOOK.....

ROUTE.....

Pays.....

1900

No claims allowed unless you show this Receipt

State Register

13 RECEIVED CENTS FOR Week Ending MAR. 31, 1900

Put down amount opposite the Date to which it pays

Jan 6	Feb 3	Mar 3
Jan 13	Feb 10	Mar 10
Jan 20	Feb 17	Mar 17
Jan 27	Feb 24	Mar 24
		Mar 31

Be careful to cut off the proper Coupons.

No claims allowed unless you show this Receipt

State Register

13 RECEIVED CENTS FOR Week Ending MAR. 24, 1900

No claims allowed unless you show this Receipt

State Register

13 RECEIVED CENTS FOR Week Ending MAR. 17, 1900

No claims allowed unless you show this Receipt

State Register

13 RECEIVED CENTS FOR Week Ending MAR. 10, 1900

factory to make collections through the carriers, deeming it best to put the collections in the hands of four responsible persons. We now have over three thousand circulation in the city at 13 cents per week for a seven-day paper, which I think is as well as most papers do in towns the size of Springfield with a paper at so high a rate of subscription as we charge. We have one man who puts up the mail, has charge of the books, gives out the papers to the carriers and settles with the collectors. I inclose you a form of bill

which we have used very successfully for several years. As you will notice, there is one coupon for each of 13 weeks (we make these bills out quarterly). When the subscriber pays, the collector tears off the coupon on which is printed the time for which the subscriber pays. While these coupons are all printed the same on all the bills, and it would seem that one subscriber might take the coupons from some other person's bill and claim a payment, this is hardly possible as the irregularity in tearing off the coupons makes it impossible for the coupons torn from one bill to be brought up against another bill. We have found this form of bill very satisfactory, and have never had any trouble with it to speak of.

Yours respectfully,

THOS. REES,
Manager.

* * *

SEND THE BILLS.

Some newspaper subscribers become offended when a bill for the paper is presented to them, while others accept the non-appearance of a bill as evidence that their account is overlooked, or that the editor doesn't want their money. —Texas Coaster.

* * *

TO BUILD A CIRCULATION.

Don't try to make a "good paper," just print what your readers want.

In a local paper, local matter is worth more, ten to one, than any other kind of stuff. It is read by all while anything else is only read by a few.

Get subscribers. Get them any way; but it is better to pay three dollars for canvassing or advertising than one dollar in chromos or reduction in price to the subscriber. A subscriber is demoralized when he gets a present or a reduction in price that is not going to be extended to him when he renews. It is one thing to get temporary readers and another thing to build up a circulation.

One subscriber who comes on the merits of the paper at the regular price is worth four attracted by ulterior inducements.

A subscription as large as the field and the right kind of a paper will justify is the true foundation for a valuable publishing property in any field.—Publishers' Guide.

* * *

ABOUT CIRCULATIONS.

If there is one subject which bothers publishers more than another it is the question of circulation. Advertisers persist in calling for figures when, perhaps, the newspaper owner does not want to give them. General statements are not always satisfactory and many people have the exasperating peculiarity of wanting to know just what they are getting when they pay for publicity.

If there was not so much lying about circulations ninetenths of the owners of newspapers would be perfectly willing to print the number of copies sold each day at the head of their editorial columns. As it is now the publisher who can stretch his conscience the most, names the largest figures and makes ridiculous the claims of his honest contemporary who names his actual circulation.

Then, again, there are many advertisers to whom large circulations are everything. A paper selling a million copies a day is to them a much better medium for publicity than the one putting out only half that number. And yet it may be a fact that, in point of merit, the paper of the smaller circulation is much the best business producer.

It all depends upon what a man wishes to advertise. If he is selling a popular article of consumption, such as a breakfast food, a laundry soap, or a brand of flour, the

paper with the largest field of readers is the most desirable medium to use. On the other hand, the high-grade daily, with a small but select circulation among the wealthier class, is much the best medium for the merchant who has diamonds, sealskin saccos, or canvasback ducks to offer.

Quality, not quantity, should be the standard of merit in fixing up the value of a periodical, and yet there are many advertisers who seem to lose sight of this fact. There is not now so much ignorance in the business world on this topic as there was a few years ago, but there is still chance for improvement.

When publishers are willing to let the world know just how many copies of their papers are printed and sold; when seekers of publicity will judge the value of a newspaper by the quality of its circulation, then one great source of annoyance to both will be eliminated.—The Fourth Estate.

TITLES TILL YOU CAN'T REST.

The Kansas City Times recently published the following about the Recording Secretary of the National Editorial association:

Bob White was in town last night. Of course, it's useless to say Bob White, editor of the Mexico (Mo.) Ledger. Everybody in the State knows him and has known him for years—everybody that knows anybody.

Mr. White has come to Kansas City with several other representative citizens of Mexico to help the commission appointed by Governor Stephens choose a location for the new State Home for the Feeble Minded, which is to meet at the Coates Hotel to-day. Mexico will offer a choice of sites in the suburbs, worth \$24,000. This sort of work is right in Bob White's line, laboring might and main for something in which he has not himself one cent's worth of personal pecuniary interest. He is famous all over Missouri as the man who holds more offices carrying no salary than any one else in the State. Here is a partial list of the things he is—besides being editor, proprietor and devil of the Mexico Ledger, daily and weekly:

Superintendent of a Sunday school.
Deacon of the Presbyterian Church.
Member of building committee "that put up the handsomest Presbyterian Church in the State."
Director of the Mexico Building and Loan association.
Director of a bank.
Director of the Mexico Fire Insurance Company.
Director of the Old Ladies' Home.
Director of the Westminster College, Fulton, Mo.
Eminent Commander Crusade Commandery, Knights Templar.
Corresponding Secretary Missouri Press Association.
Recording Secretary National Editorial Association.
Member of the Executive Committee for Missouri of national anti-polygamy movement.
Vice-President Western Federation of Editors.
Director of the Mexico water works.
Director of Business Men's Association.
Director of Bond and Trust Company.
Director of Eugene Field Monument Association.
Member of something like a dozen standing committees.
There are several other titles that don't come to mind right now. But any one who is very anxious about them can undoubtedly get a complete list by applying to Mr. White himself. For, strange to say, he is an active worker in every branch of enterprise he goes into.

Poor advertising is an extravagance at any price.—Printers' Ink.



By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

S. A. Pierce, speaking of country newspapers in Pointers, writes:

It is a noteworthy fact that the number of really excellent country newspapers is increasing, while the opposite sort, which were altogether too numerous a few years ago, are becoming a rarity. Every publisher now seems to have an ambition to make his paper as good and as handsome as he possibly can. The spirit of improvement is epidemic among the newspaper brethren, and it is a contagion that no one should feel it necessary to quarantine against.

The papers arriving at this office clearly indicate that this statement is true; comparison of papers printed today with those printed but a very few years back show marked advances in typographical arrangement and a more careful selection of reading matter.

* * *

Three copies of the Mulhall (Okla.) Enterprise have arrived marked "For Criticism." Better ink and more attention to the presswork would help the appearance of the paper very much. The type is badly "filled-in," and it looks as though the rollers were hard and worn out. The ad composition is fair, but the two ornaments used in the ad of Thomas Sloan, in the number dated January 5, are entirely out of place, and in no wise help the appearance of the ad. Plain rule looks better than fancy dashes nine cases out of ten in a newspaper advertisement.

* * *

The receipt of two copies of the Renville (Minn.) Star Farmer and the following letter is acknowledged:

Renville, Minn., December 29, 1899.

O. J. Wood, Esq., Chicago. Dear Sir: Under separate cover I send you a sample—two issues—of our paper for criticism in the National Printer-Journalist.

Respectfully,

W. A. REID.

The paper is very clean and nicely printed, is dignified, and has a highly respectable appearance. Try to arrange the makeup so that the editorial column comes on the first column instead of the third on the same page as at present. There should have been a dividing rule between the half-page ad of the Lion Drug Store and the reading matter in the issue of December 22, and the burr should be cut off the plate matter. These little things don't take much time when once the rule is established, and they all help the general appearance.

* * *

From far distant Calgary, Alberta, Canada, comes the Daily Herald. Many nice new faces of type appear in the ads, but the display could be greatly improved, and the presswork is very inferior. A Chinese laundry ad appears in its columns.

* * *

Color work in newspapers is no good unless it is well done. A copy of the Norfolk (Neb.) Daily Times-Democrat comes for criticism printed in red and black. It is a couple of picas out of register and looks bad; slugs and furniture are worked up; a quad pulled out and smashed a line and the whole thing is a failure and poorly printed. A lot of

trouble and time wasted without any benefit to the paper. The editor should read page 921 of the December (1899) issue of the National Printer-Journalist.

* * *

The editor of the Texas Coaster, in a recent number of his paper, says:

Like actors, newspapermen are expected at all times to be the same. The world cares naught for their private troubles and griefs, but expects from them a faithful portrayal of their parts. Though the canker of anguish may be eating at his heart, the clown is expected to be funny and produce mirth for his audience. The newspaperman is expected to drown the cries of his anguished soul that others may only know of things which interest them, and that they may not be burdened with his griefs. He must share their sorrows, weep with them and extend condolence to them when their hearts are heavy laden with the burden of sorrow, and at all times be as a ray of sunshine through the misfits of a murky day. And this he generally does, even



An Attractive Front Page.

The original was printed in colors with good effect.

though before his vision he sees in distant lands a loved one lying with her cold hands crossed upon a stilled breast which in days gone by pulsed with throbs of joy or grief at the recounting of his boyish pleasures and troubles. And so will it always be.

Quite often the editor smiles when his heart is overwhelmed and he is beset with difficulties which require a tremendous amount of courage and self-denial to overcome. But the paper must be gotten out on time, and it must be up to the highest standard every time or down comes the critic with his cuts and gibes.

* * *

The Savanna (Ill.) Journal recently printed an "Improvement Edition" with marked success, and Mr. Greenleaf, the editor, is to be congratulated on the good showing of the Christmas re-union letters. The Journal seems to

be all right every way. It is a good plan to send a sample of the paper to be used on a special edition to the engravers so that they may know what kind of a screen to use on the halftones.

* * *

The Swift County (Minn.) Monitor recently got out a special edition to celebrate the thirtieth birthday of the organized county. It was well-printed and clean looking, and the editor of the Monitor is somewhat of a critic himself, as the following, taken from the editorial columns, give evidence:

MINNESOTA JOURNALISM.

Quite a number of the country papers of the State came out with special holiday editions last week. The Northfield News reached our table with 24 pages of well selected Christmas matter and a number of fine halftone illustrations. The News has a splendidly equipped office, enabling it to produce better results than a majority of its contemporaries.

The largest paper of the week was the Redwood Gazette, which contained 24 pages enclosed in an illuminated cover. The distinctive feature of the Gazette was its supply of large and well arranged holiday advertisements, in which respect it surpassed every weekly paper in the State that has come under our notice.

A very neat piece of work was turned out by the Fairfax Standard last week. It was a Christmas illustration in three colors, run as a front page centerpiece, and was printed in the Standard office. This is a class of work that the Standard handles with unusual ability, and the office must be especially equipped for the work, or it has a printer who is an artist.

Last week's Madison Independent Press was devoted to an illustrated writeup of Madison and the leading citizens and institutions of that enterprising town. It consisted of 16 pages of choice matter, the text being prepared by a gentleman who makes a specialty of the work. The illustrations were principally halftones, which are by far the most satisfactory illustrations that can be used, when well printed. From this issue outsiders can obtain a very good idea of the appearance of Madison.

The Morris Times of last week published a very creditable illustrated edition, giving the improvements of the town during the year and also considerable matter of an historical nature. The Times is an enterprising paper and did itself proud.

The Morris Tribune came out last Saturday with one of Crane's birdseye sketches of the town. It was a 16 page issue, gotten out for immigration purposes.

The indications are that the special number of the Monitor was a great success, and it was deserving of it.

* * *

Here is a brief cutting from the Topeka Capital:

Papers may be divided into three classes: Those that go forward and blaze the way; those that, like the billboards, never move; and those that, like the crawfish, make best time backward.

Generally speaking, the papers arriving at this office seem to be of the class that blaze the way.

* * *

Nortonville, Kan., sends a nice paper in the News, and claims to be "all home print." It is an eight-page paper and four of them are set in 10-point modern, while the inside four consist mostly of solid brevier, and look mightily like plate matter. The News may be printed at Nortonville all right, but it does not have the appearance of being "all home set." Is there some catch intended?

* * *

With characteristic enterprise The Patriot, Carrollton, Ill., sent letters all over the world to late residents of the city for their experience of an American holiday "aboard and abroad." These letters of inquiry were sent out last October intended to be used for Thanksgiving; but the answers are still pouring in and no doubt prove of great interest to the readers of The Patriot. For instance there is a fine letter from Cape Town in the issue of January 19. The letter is dated November 30, and no doubt contains a great deal of truth about the Transvaal from an unbiased

source. Other letters are from Yokohama and Osaka, Japan; and one from Badaun, India. The Patriot is all right both editorially and mechanically.

* * *

January 13 the Waterloo (Iowa) Daily Reporter—published by Matt Parrott & Sons—got out an extra "Improvement Number." It was full of halftones showing the many improvements of the city, and was well printed. By the way, the halftone is now in common use among newspapers, and seems to be about the only method of illustrating. Like setting type by machinery, this was thought impossible a very few years ago.

* * *

The Madelina (Minn.) Messenger credits the following paragraph to "Ex.":

Running a newspaper is just like running a hotel only a little different; when a man goes into a hotel and finds something he don't like, he does not kick the table over and tell the landlord to "stop his darned old hotel," but just sets the dish down and wades into the next one that suits his taste. Not so with newspaper readers. If they find an article they do not like, not stopping to think that it may please a whole lot of people, or get themselves into trouble and land them in the police court, and the paper gives the facts, they make a grand stand play and stop their paper and then sneak around next week and borrow their neighbor's paper just to see if it is published yet, you know. The press grinds on, however; and new subscribers line up to take the place of dyspeptics who stop the source of their information because a small part of it does not suit them.

* * *

Twenty-eight pages is a good showing for the holiday edition of the Ogle County Press, Polo, Ill., and though the paper was started as far back as 1858 it is well up to the times in type faces, and particularly good stock is used. In a short introduction to the readers the editor says:

Our Christmas edition this year has been almost too much for us. We were hardly prepared for the generous patronage of our wide-awake business men. The whole Press office force have worked to the limit of their capacity to get it out and have done their best to make it what it ought to be, a fitting representative of the business and professional men and mechanics of Polo. We don't pretend it's perfect, but it's as good as our boys could make it in the seven or eight days we have had to get it up, and we hope it will be kindly received.

It may not have been perfect, but it is a mighty hard matter to find much fault with the Press, after reading the above.

* * *

The Fremont (Neb.) Daily Tribune recently got out a special edition of thirty-six pages and cover. It was issued to commemorate the erection of a beet sugar factory near Fremont and other industrial enterprises. The department headings were set in MacFarland and the smaller headings in MacFarland italic with music-face rule around them; they looked well. Good paper was used and the halftones were well brought out. The cover was printed in red and green on white paper. The work was a credit to Hammond Bros., and fully up to the standard they have been maintaining.

* * *

The Quincy (Mass.) Patriot recently published a souvenir edition of eighty pages and cover setting forth the advantages of the Granite City. The heavy enameled stock used could not admit of anything else but good work on the halftones, and no doubt many of the citizens of Quincy are proud of their pictures in the Patriot.

* * *

A number of copies of the Franklinville (N. Y.) Journal have arrived at this office and all show uniformly good work. Six display headings—one in each column—is found in No. 47, January 5; a better makeup is seen in No. 43,

IMPROVEMENT EDITION. WATERLOO DAILY REPORTER.

FIFTH YEAR.

WATERLOO, IOWA, SATURDAY, JANUARY 13, 1900

NO. 1267

\$600,000 IN NEW BUILDINGS

Money That Was Spent in Waterloo in 1899.

HOUSES, STORES AND FACTORIES

Year of Great Improvements Made Everywhere.

Details of the Progress Made in the City in One Year—The Story by Wards Showing One Continuous Advance in Every Line—Good News for Everybody Who is Interested in Waterloo.

First Ward.....	\$180,765
Second Ward.....	49,790
Third Ward.....	162,220
Fourth Ward.....	99,785
General.....	50,705

Total.....\$543,265

The year 1899 was one of great fulfillment of promises when the advancement and progress of the city is considered. A great many big undertakings in a building way were carried to a successful conclusion, and the money expended represents almost entirely capital of private parties or business institutions. No improvements of great magnitude were undertaken by the municipality or by the county.

To review of what has been accomplished the most striking item is the large number of elegant new homes which Waterloo citizens have erected during the year. The development of new industries and the expansion of old ones has not been of small account by any means, and it is not overshadowed at all by the building of homes. The latter is an indication of the stability of the former, and it is not intended to convey the idea that the nation is brighter than the source from which it springs.

During the year 133 new residences were erected in the city, and they were of a better class than were ever built before. Less than one-fifth of the buildings were erected at a cost below

In the Wards

The most notable improvement of the year has been made in the first, third and fourth wards. The first ward received the benefit of most of the Rapid Transit Co. improvements this year in the extension of its track to Home Park. The Home Park association invested \$4,500 in improving its grounds with buildings, etc. Henderson Drug Co. invested \$13,000 in making its building, the modern and beautiful structure that it is. The Hall house, built by W. H. Marquis, is a monument to the \$10,000 invested in it, and stands as a credit to the city. The Congregational church society built its addition at a cost of \$4,000. Other notable improvements were the store buildings of B. F. Bailey and the Cedar Valley Telephone Co. The new houses were among the most elegant of those erected anywhere in the city, and constitute one of the most valuable and permanent improvements of the year. The first ward also enjoys the distinction of having invested more money in building operations than any other division of the city.

The third ward contributed the largest number of new houses, as well as the most expensive single improvement. There were 38 new residences built, and in that number is included many of the finest that grace the city's thoroughfares. The magnificent four-story building of the Waterloo Saddlery Co. is the most notable of the year's operations in this ward. The water company also made some large expenditures in new buildings and equipment, and is

YEAR AMONG THE JOBBERS

OVER \$3,000,000 IN SALES

Old Year Paid Good Dividends to All, and New Year Promises Better Than Ever—List of Business Houses That Sell Goods All Over Iowa.

Every dollar of capital invested in wholesale trade in Waterloo earned a good dividend for its owner in the year 1899. Business in all lines has been exceeded, and the first days of 1900 find the managers of the several institutions scanning the changes that have been made in the railroad map for more territory to invade and eventually to conquer.

Waterloo as a city is proud of a great many things, but in no particular is the feeling more true than when it is applied to the wholesale institutions, which are rapidly becoming one of the most important branches of industry for our people. Every institution in the city is on a solid basis, and the way each and all are growing is one of the wonders of the commercial world in Iowa. The business done by Waterloo wholesale houses in 1899 amounted to more than \$3,000,000, and is divided among 78 institutions. The greater bulk of that vast amount, however, found its way into the coffers of less than a dozen

and the state in general. Some advantage of considerable importance will be gained to Waterloo jobbers by these new lines, for it enables them to commercially annex a considerable portion of contiguous country, with the consequent addition of a large number of towns that former railroad facilities would not enable them to reach directly.

These lately acquired advantages have not been overlooked by the business men, and arrangements are making in nearly all the larger houses of the city to press the claims Waterloo has upon the trade which is already established in old and new towns. The promise which the new year and the new field holds for Waterloo jobbers is held by both of them.

For the Smith, Litchy & Hullman Co. Mr. E. B. Smith and the prospects were good. The territory for traveling men has been arranged to include the new Onabala line of the Illinois Central, and the Northwestern line into Minnesota, extending the territory considerably. The Woodruff & Westfall company has arranged to extend its territory over all of western Iowa and southern Minnesota, accommodating the employing of one, and possibly two, additional traveling men. Mr. Woodruff and the products of Black Hawk Mills have been very kindly received by the people, and for their first year they were well satisfied with results. He looked forward to the coming year for a greatly increased trade.

The Waterloo Saddlery company have spread out during the past year until now they are ready to begin the new year with a new building and five floors of their new goods and a big shop in full blast. The year promises to be the biggest by far in the history of the company. F. E. Carter of the Cedar Hardware company, says the year promises to be a good one, for building prospects were

MEANS MANY HAPPY HOMES

Factories Kept Pace With the General Improvements of the Year.

WILL BRING PROSPERITY TO CITY

Scores of Wage Earners Added to Pay Rolls of Our Industries.

Cedar Valley Manufacturing Company Rises from the Ashes—Waterloo Saddlery Company Builds Finest Shop in State—Tallerday Pipe Company a Big Thing—Other Institutions Promise Equally Bright.

Articles of incorporation were filed early in December of an institution which gives Waterloo a new manufacturing establishment of no mean proportions. The incorporation is known as the "Tallerday Steel Pipe Company," and its purpose is to manufacture and sell steel piping for various uses, such as well casing, well pipe, sewer convey pipe, etc. The capital stock is \$20,000 of which \$10,000 is paid up. The incorporators are F. G. Tallerday, J. M. Grosch and C. R. Campbell.

A site for the factory was donated by the Waterloo Improvement syndicate, the location being in Riverside addition, facing Syracuse street and running back to the Illinois Central side track to the packing house. An entire block is thus secured, containing about one and one-third acres. Work was commenced at once and a large force of men pushed the work of raising the necessary building. By the middle of the year the main structure is enclosed and the engine and boiler house, a separate structure of stone, is completed.

The factory building is 48 by 160 feet, and the engine room 16 by 24 feet. Special machinery for the making of the product has been under construction simultaneously with the building and

factory. Carload business is already in sight. Seventy-five tons of galvanized sheet steel have been purchased, and is on the way now, and by the first of March twenty or thirty men will be actively employed in the manufacture of this product, with every prospect for a steady increase. To the year 1899 should be given the credit of this excellent improvement, as the plans were all made and the money invested before the new year.

The incorporators are all well known in the city, and their characters and business ability is a guarantee that the new business will be pushed to a successful issue and to Waterloo will be giving an industry that will be a benefit and pride to its citizens. F. G. Tallerday is the manager of the Waterloo Steel Pipe Co., and this institution has grown steadily since its establishment.

J. M. Grosch, ex-mayor, needs no introduction. He is prominent in business and politics, and is one of the largest and best political circles of his community, and a gentleman respected by all who know him.

The new venture will in no way detract from the American Steel Tank Co., of which Mr. Tallerday is manager. The tank company is doing a big business and will continue to push the manufacture and sale of steel tanks. The Tallerday Steel Pipe Co. is independent and separate from any other concern.

CEDAR VALLEY MFG. CO.

A Modern Shop, Door and Store Fixture Factory.

The hum of planers, the buzz of saws, the whir of wheels and pulleys, the thrumming of engine and machinery and the rush of many men proclaiming that the Cedar Valley Mfg. Co. is driving the business for which the company was



WATERLOO SADDLERY COMPANY.

firm. The balance of the institutions are comparatively small, and have not made wholesale the exclusive business, but is the object of the more pretentious houses.

The greater portion of the business was done in the line of groceries and fruits. Harness and leather findings, hardware, drugs, creamery supplies, less coffee and sugar, and one or two other lines represent the extent of the larger houses, each line being responsible for trade way beyond the amount that can be told by five figures. A number of the smaller houses were passing through the first year of business life and experienced the difficulties that beset the pathway of a new concern of modest pretensions in comparison with the larger and longer established houses of greater cities which have heretofore looked upon this section as territory of its own. That they have been able to make headway against these disadvantages is one of the wrong arguments that can be advanced in favor of Waterloo as a location for a jobbing business, as well as most convincing proof that the men behind the enterprise have the ability and the energy that is so necessary to the success of business undertakings.

While the past year has brought a great increase in trade in the established institutions, it has also brought increased territory which has lately been opened up through the medium of increased railway mileage in this section

good. The company will cover more some of the present office force going on the road.

The Creamery Package company has been working during the past month to increase their territory and business in 1900. Two traveling men have been engaged—W. F. Mack of Rockford, Ill., who has just returned to Waterloo, and S. B. Reed of Des Moines. This gives the company five traveling salesmen and E. W. Chandler, the manager, looks for a greatly increased business with a corresponding increase in the number of men employed in the factory.

Corbin and the Cedar Valley Mfg. Co. expects to double its force during the year. Prospects were good for outside business. Some big jobs are now being figured out and if secured will require an increase of workmen immediately.

Waterloo Jobbers.

Agricultural implements.....	2
Beer, wine and liquors.....	1
Bicycles.....	1
Blank books.....	1
Butter, eggs and cheese.....	4
Corn and tobacco.....	1
Carriages, wagons, etc.....	1
Coal.....	1
Cornice work.....	1
Creamery supplies.....	4
Crockery and glassware.....	1

(Continued on page 2.)



RESIDENCE OF LOU SMITH

\$1000, and in most of those above that sum are equipped with modern ideas that were at one time, not so very long ago, considered as luxuries only for the opulent. The new homes were built in the several wards in the following numbers:

First ward.....	10
Second ward.....	32
Third ward.....	38
Fourth ward.....	33

Total.....133

The cost of these structures ranged from less than \$1,000 up to above \$6,000. Nearly one-half came in between the \$1,500 and \$2,000 marks, but there are a goodly number at the prices which indicate elegance and special comforts. The number built and the range of the cost is given herewith:

Under \$1,000.....	33
\$1,000 to \$2,000.....	42
\$2,000 to \$3,000.....	32
\$3,000 to \$4,000.....	19
\$4,000 to \$5,000.....	9
\$5,000.....	3
\$6,000 and over.....	3

Total.....133

among the heaviest contributors on the roll. A number of the new houses in this ward are the homes of working men, and the fact that only 13 out of 38 cost less than \$1,000 is good evidence that most of them have been able to earn good salaries and to accumulate considerable after paying their living expenses.

The Fourth ward made a number of the very finest improvements that were credited to the year just past. Considerable of the money expenditures was placed in commercial enterprises, and the only school building erected in the city was built within its borders. Thirty-three new houses are among the buildings. The Cedar Valley Mfg. Co. (invested \$1,500 in a new plant, and the Cushman store building on Fifth street is one of the numerous good works that were done. The Gasser double store room is also one of the large items that help make the big total creditable to this section of the city. Two disastrous fires occurred in this ward during the year, and the destructive work of the flames cost \$71,000 to repair.



RESIDENCE OF A. C. BRATNOBER

is being installed as rapidly as the building will permit.

The product which the company will make is the invention of Mr. Tallerday, a patent having been granted a few months ago, and it is being tested in the laboratory at the time. It consists of rolling steel sheets into tight, strong, gas-tight, and is considered better for many purposes than the gas pipe method. The accompanying illustration gives a good idea of its appearance. The cost to manufacture is much less than that of Mr. Tallerday has made the piping the size for some time and it has proved a remarkable success and the demand has been good. The 34 inch pipe, made of No. 30 galvanized steel, has been subjected to a test of 200 pounds pressure, and is also air and water tight, making it practically for use where the standard gas pipe has been used. The ease of installation is also a great factor in its favor, the new piping weighing only two pounds per foot, as against five pounds of the old style.

Letters of inquiry from all parts of the country have been received, one from California, stating that if the product was up to what was expected hundreds of car loads could be sold in that region for irrigating and water conducting purposes. This illustrates the possibilities of the future for this

organized. June 8, 1898, a devastating fire destroyed every vestige of the old factory and the company, which was organized in 1889, found itself with only a charred heap of ruins for assets. The managers, members piously went to work, reorganizing the company with increased capital, bought a new and larger building, started work on the factory about the middle of April, 1899, and the result is that today is erected in Waterloo one of the largest and best equipped cash, door and molding factories of the northwest.

The piping is one of a large tract of land on East Water and Sixth streets and a strip along the river front. The main building is 124 feet long, two stories and basement. The engine room is a detached brick structure 32 by 10 feet, including a dry kiln and glue room, which is two stories. Over 300 feet of stock and lumber occupy the space on the opposite end of the street, and a strip along the river front. All the basement and engine floor are cemented. The power is furnished by a steam engine and boiler of horse power. The two doors are filled with the latest new machinery, there being planers, molders, sanders, saws of all kinds and a machine for doing stair work, the latter being some-

(Continued on page 3.)

MERRY
CHRISTMAS.

THE BAYONNE HERALD

CHICAGO ILL.
National Printer-Journalist
AND GREENVILLE REGISTER.

MERRY
CHRISTMAS.

32d Year—No. 1971.

BAYONNE, N. J., SATURDAY MORNING, DECEMBER 16, 1899.

16 PAGES—THREE CENTS.

CHRISTMAS STORIES.

By the Young Pupils of Bayonne

School.
(Continued from 11a page.)

The Children's Christmas.

It was a very cold night, and the Smiths, a family of four children, Grace, Bob, Lucie, and best of all, baby May were sitting around a little fire in the dining room when their mother entered.

"Children," said she in a very sad tone, "I wish from today to Christmas and it will be a very sad one to us in the way of good things, because we know it is Christmas Eve, and everyone should be happy and joyful on that day."

"Yes," said Mrs. Smith, "that is true." "Children, it is nearly eight o'clock, so come, let's make good night, and go to bed and ask God to give you nice Christmas."

"Mamma," said Grace, "may I ask you one question before I go to bed?"

"Yes, dear, what is it?" "Mamma," said she, "I want to ask you if you will let me fix a little treat for the children."

"Grace, it is a very kind of you to try to make your sisters and brothers happy but I don't think you could do it."

"Mother," Grace pleaded, "please let me do it." "Well, if you want to do so badly you may."

"So Grace kissed her mother goodnight and went to bed. But, before she got into bed, she knelt down on her knees and asked God to bless her mother for letting her try to make a little Christmas for her family and also asked Him help her to do it. So Grace went to bed in high spirits."

Grace was a child of only nine, but she had a kind heart and was always looking for pleasures for other people to enjoy.

Her first thought, when she awoke was about her poor father, who worked so hard to get a living for them.

Grace had resolved to have Bob, (the next to her) in the secret, and when they were going to school she told him of it and he was very glad to help her.

All that day Grace was thinking what she could do and so was Bob. Their mother had said they could say up half an hour later than the other children, and tell one another their plans. Bob said he would try to earn a little money for doing things for the neighbors, and he could cut a fir tree down. If Grace could make a few things to hang on it.

And Grace said she would do nothing but thing Grace said to Bob was don't forget to ask God to help us and I know he will.

The next day after school Bob went to the store for three different kinds of apples and had them for his Christmas.

When Dr. Gray gave him ten cents, each a happy Christmas. Bob's face, that the doctor asked him what made him so happy and when he told him, the doctor said, "you come around to my house, and I will give you four things." Then the doctor jumped into his carriage and drove off.

Little Bob was so overjoyed that he ran all the way home. When Grace heard it she was happy as he was. All the time Grace and Bob could spare was engaged.

Bob went to the doctor's and he gave him some things. The doctor said that he would help them with their Christmas. Bob went home and took the stuff to Grace, and she began to make things. At last after a good deal of labor Christmas Eve came.

Bob and Grace got permission to stay up and fix the little fir tree. The last thing Bob said was, "I wonder if Santa Claus will come." After May and Lucie had gone to bed, Bob put up the little Christmas tree in the dining room; then he helped Grace to fix the things.

When they got through the tree looked quite pretty. There were paper oranges, which Grace had made out of the stuff the doctor gave her; a few popcorn balls, which Bob bought out of some of the money he earned; a little doll for baby May, and a few tin dishes for Lucie. Then there were a few red apples. Grace and Bob went to bed very tired. In the morning Grace said, let us go into the dining room and see if Santa Claus has been there. So they went in, and sure enough he had been there. It did not take long before before the whole family were in the dining room looking at the tree, and all were overjoyed. Grace said, "we will thank God for our happy Christmas." They did so, and when they were enjoying themselves the most a knock was heard at the door, and when they went to the door, behold there was a box of goodies and Dr. Gray stood there saying "Merry Christmas, merry Christmas to all."

They opened the box, and there were a lot of good things in it. Dr. Gray had brought good luck, for he had got a better position for Mr. Smith, and now they could move into a better house and have better things. So you see, they had a happy Christmas after all, and only for Grace they might not have had any Christmas. The mother and the father looked with happy eyes upon their children, but especially upon Grace.

Grace knelt.

The Two Sisters.

One lovely morning in May two little sisters were playing near a high precipice at the foot of which rolled a deep, dark river. The names of these little children were Beatie and Lilly. Beatie, a dark haired little girl of a very passionate temper, and Lilly, a bright golden haired child, whose sweet face and kind, gentle manners were so very different from Beatie's.

They had played there some time when they began to pick some little red berries that grew on vines around the rocks. They were quite near the edge of the precipice when Beatie, who was always afraid Lilly would get the most, ran to grab some from her, and she got angry and struck Lilly so hard that she fell over the precipice. As Lilly was falling she cried out.

Poor Beatie was very much frightened. She looked over the precipice and there she saw little Lilly floating down the river with her little hands stretched out as if imploring help.

You may be sure Beatie shed tears over her rash conduct. Her grief was so great that she became crazy.

She lived to be an old woman, but could always hear the last words that Lilly said: "Oh, it is sad!" When the wind would blow she thought it was saying: "Oh, Beatie!" And when the birds were singing she imagined they were saying: "Oh, Beatie!"

At last she died a poor old crazy woman. We should all learn from this not to strive against, but to be kind and patient with each other.

Eleanora Gerlach.

God's Penitence.

In a little village there lived a girl of about twelve years of age named Gertrude. Outside of the village there stood a large tree with five or six birds on it.

Little Gertrude stood near the tree with her cousin on a cold winter's evening, the very evening before Christmas.

All at once she let go her hand and ran into the house. Soon she came out with some small pieces of bread, which she threw on the ground so that the little birds would also have something to eat and not starve in the cold weather.

"Cousin John," whispered she, "will the dear little birds see this, do you think? I hope if one does it will call the others that they may eat together."

Just then Mr. Smith came walking down the street. The children ran to meet him; he greeted them with "Merry

Christmas to you all. What do you think my dear children. Mrs. Brown's house was burned down to the ground today."

Mrs. Brown was a widow and her oldest girl was Gertrude's little playmate. Gertrude was thinking what to do and Christmas Mrs. Brown and her children would have and what she could do to help them. She made up her mind that she would give her some of the presents that Santa Claus would bring her.

When Christmas morning came Gertrude awoke very early. She looked out of the window and there she saw everything covered with snow. Gertrude began to think of her poor playmate and of her Christmas presents. She jumped out of bed, barefoot, and ran to the door to see her presents. With a little scream of joy she took her things and went back to bed. Among her Christmas presents was a beautiful doll with eyes as blue as Gertrude's own. A little while after she got out of bed and dressed herself, took the doll in her arms and was ready to carry it over to her little playmate. Gertrude was trying with might and main to lift the heavy latch, when the door was opened from the other side and her Cousin John entered.

"A Merry Christmas, little cousin," he cried. "Why, where are you going so early?"

"Cousin John," she said, softly, "I wanted to give this doll to my playmate for a Christmas present."

Gertrude was never so happy in all

hastened to the girl's house, gave her the doll which lightened her little heart and made a happy Christmas for both of them.

Mary Rupp.

Gertrude's Little.

There was a very little girl whose name was Gertrude. She had some lovely lilies growing in her garden which she attended very carefully. In the next house there lived her little playmate whom she loved very much.

Gertrude always played. One day when Gertrude came running into the house her mother told her that Ida was dead and that her mother was bending over her coffin and was very sorry to see her only child dead. Gertrude said, "mamma, now I will have lilies to play with any more."

Then Gertrude went out, picked her lilies, and brought them to Ida's house. When Ida's mother saw her she cried: "What do you want, my child? Do you come to see the pale face of Ida once more?" Gertrude said: "Please, mamma, may I lay these lilies on Ida's breast?"

Ida's mother took the lilies and put them on her breast. Then she took Gertrude and kissed her and pressed her to her bosom and then let Gertrude go home. Gertrude was thinking of how Ida would go down under the ground and then get covered with dirt, just how she saw her grandfather.

Gertrude was never so happy in all

her life as she was then, because she had given her playmate the only lilies that she had grown in her garden.

Lizzie Bree.

The Husher Bootblack.

A boy about 9 years old stepped up to a man in New York and said: "Want a shiner?" The man said: "Yes, but I am in a hurry. I want to catch a train for the Hudson river." The boy hurried up and began to blacken his shoe, when the man pulled out his watch and saw that it was just time for the train. He put his hand in his pocket and gave the boy 50 cents; then ran as hard as he could. The boy saw how much it was and ran after the man, but just as he reached the place the train pulled out and the man was gone.

The boy kept the money, and two years after the man came back to New York. The bootblack was still there, and when he saw the man he thought he knew him and said: "Two years ago I shined your shoes and you gave me fifty cents; here is your forty cents change." The man looked at the boy and when he saw that he was so honest he would not take the change, but took the boy home and sent him to school. He grew up very smart and the man gave him part of his business, and he now owns a large store in one of our Western Cities.

Clara Taylor.

(Continued on 11 page.)



WE OFFER OUR
BEAUTIFUL STOCK OF
HOLIDAY GOODS
AT PRICES THAT WILL MAKE THEM JUMP.

Now is the time and
This is the Place to buy
The Newest and best in

Suitable and appropriate for all people.
We will do better by you in quality and price than anyone else.

A. WALTER & SON,
34 NEWARK AVENUE,
JERSEY CITY'S MOST POPULAR JEWELRY AND OPTICAL HOUSE.

DIAMONDS,
WATCHES,
CLOCKS,
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SILVERWARE,
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Santa Klaus' Florists



LARGE ASSORTMENT OF
Palms, Ferns, Choice Cut
Flowers, Floral Designs.

Church and Wedding Decorations

SCHROETER & SONS,

451 to 457 Ave. E. Bayonne.



Our Christmas Figures placed upon

Our Shoes and Slippers
Is Lower Than Ever.

The drop that most dealers make
AFTER Christmas, we make BE-
FORE. We make up the difference
by enormous sales. Look at the house
of people buying slippers. The price
and quality are both appreciated.
We have a most gorgeous and com-
plete stock.

And we want to mention also stout
shoes for boys who skate. We sell a
good shoe for this purpose at \$1.25;
and good shoes for any purpose.

GARTLEY,

Central Shoe Store,

216 AVE. D, COR. COTTAGE ST.

Frank Dobson,

RETAIL DEALER IN

MILK AND CREAM

Delivered in glass bottles of the
Good Old-Fashioned Way,
from the Creamery.

73 Trask Avenue,

BAYONNE.

CHARLES E. ANNETT

Real Estate and
Insurance.

No. 29 West 8th St,

BAYONNE, N. J.

Thos. Dunlop,

CARPETS AND OIL CLOTHS

FOR THE HOLIDAYS,

191 Ave. D,

BAYONNE, N. J.

December 8. In the date line under the heading I think the month should be spelled out—a trifling matter, of course, but it was the first thing to strike my attention. The liberty is taken of reprinting a short editorial from the Journal:

We frequently hear that the country weekly will some day be a thing of the past. That the big city dailies will crowd it out of the field. In regard to the news of the world that is already true, but the country weekly has its own field and all the city papers in the world can't encroach upon it. Here is an illustration. On November 6 the Buffalo Evening News printed the following item, thinking it of enough importance to give it space: "Rev. N. B. Randall of Orange, N. J., is conducting a series of revival meetings at Franklinsville."

That was a news item of more or less value, but the News didn't get hold of it until just one week after the close of the two weeks' meeting. This don't look much like crowding out the country weekly, does it? A city newspaper that covered thoroughly in a news way all the smaller towns it circulates more or less in would have to be about a 114 page paper.

* * *

"First page for criticism" is marked on a copy of the King City (Mo.) Democrat, arriving here. The page is all right with the exception of using an em dash at the beginning of every paragraph. I could never understand why the dash is used in this manner. Why not put a pointing fist or an exclamation mark? One seems as reasonable as the other.

* * *

It was impossible to publish reproductions of all the different features of the special holiday editions which reached this office in the January number of the National Printer-Journalist, and some had to be left over for this number, of which the Bayonne (N. J.) Herald is one. However, it is never too late to publish a good thing.

* * *

An attractive way of arranging ad display is shown on the opposite page, reproduced from the Christmas Industrial Edition of the Beardstown (Ill.) News. The portion of the paper which was worked in red and black was much better than the average color work on newspapers.

* * *

Eight pages on Saturday and four pages on Wednesday, six columns to the page, for \$1 a year is what the subscribers of the Delawarean get. The front page is particularly well made up, and there is every indication that the paper is making a success. It is published at Dover, Del.

* * *

Farm and Factory is now the title of what was formerly the Independent, published at Binghamton, N. Y. It is devoted to the interests of the International Farmers' Union and other organized workers,

* * *

If I was running the Purcell (Ind. Ter.) Register, I would be inclined to change the heading to plain type. The engraved heading now in use seems a little off some way or other.

* * *

The Rawlins (Wyoming) Semi-Weekly Republican was resplendent in a colored paper cover for the close of the year. It no doubt paid well, as it was full of good advertising.

* * *

The Red Wing (Minn.) Argus has moved into larger and more convenient quarters at 207 Plum street, and the publishers intend to make the paper better than ever.

* * *

Colorado produces lots of other things besides gold and silver, according to Field and Farm, which is a good agricultural paper.

THE INCREASED COST OF NEWSPAPER PRODUCTION.

Announcement was simultaneously made in all four daily newspapers of Denver in their issues of yesterday of an advance in their rates of subscription that will be put into effect January 1, 1900. The reasons given for this concerted action are set forth as follows, identical statements appearing in the Republican, Times, Post and News, signed by K. G. Cooper, president of the company owning the Republican; by Earl B. Coe, president of the Times company; by H. H. Tammen for the Post and by R. C. Campbell, business manager for the News:

"Within the last ninety days the cost of every kind of material that enters into a daily newspaper has increased from 15 to 50 per cent. White paper has increased 30 per cent; ink, 15 per cent; stereotype and linotype metals, 50 per cent; and all the different articles used in picture making and about the machinery, 20 per cent. Outside of the



Newspaper office of President R. H. Henry, Jackson, Miss.

rise in prices the cost of making a newspaper in Denver is 25 per cent greater than in Chicago, St. Louis, and the Missouri river cities. Denver telegraph tolls are 100 per cent higher, labor is higher, while freights upon paper, metals, inks and other material rank about in the same proportion.

"Six months ago the Chicago daily papers, anticipating the rise in material, doubled their subscription rates. The Denver newspapers were content to await the rise.

"For the past ninety days every Denver daily paper has been printed at a loss. Facing the rise in prices, one of two alternatives was presented to the publishers—either to reduce the size of the papers, cut down telegraph news and reduce the number of employees, or to increase the subscription rates. Neither could be done without the co-operation of all the local dailies. After consultation between the papers and also with many of the enterprising and public-spirited men of Denver, it was concluded that to

raise subscription rates would better please the public, especially that portion of it which works for prosperity."

The new rates that go into effect in a few days are given as follows:

Morning papers by mail, postage prepaid:

Daily, with Sunday issue, one year.....	\$9.00
Daily, without Sunday issue, one year.....	6.50
Daily, with Sunday issue, six months.....	4.50
Daily, with Sunday issue, three months.....	2.25
Daily, with Sunday issue, one month.....	.75
Daily, without Sunday issue, one month.....	.60
Sunday edition, one year.....	2.50
Weekly, one year (in advance).....	1.00

By carriers—All parts of Denver:

Daily, with Sunday issue, per week.....	\$.20
Daily, with Sunday issue, per mo.....	.75
Daily, with Sunday issue, per year.....	9.00

Evening papers, by mail, postage prepaid, every week day afternoon and Sunday morning:

Per week.....	\$.15
Per month.....	.65
Per year.....	7.80

Delivered by carrier, every week day afternoon and Sunday morning:

Per week.....	\$.15
Per month.....	.65
Per year.....	7.80

The present rates for the morning papers are as follows, by mail, postage prepaid (in advance):

Daily, without Sunday issue, one year.....	\$6.00
Daily, with Sunday issue, one year.....	7.50
Daily, with Sunday issue, six months.....	3.75
Daily, with Sunday issue, three months.....	1.90
Daily, with Sunday issue, one month.....	.65
Sunday edition (thirty pages) one year.....	2.50
Weekly, one year (in advance).....	1.00

By carrier—All parts of Denver (invariably in advance):

Daily and Sunday, by carrier, week.....	\$.12½
Daily, with Sunday issue, per month.....	.55
Daily, per year.....	6.50

Afternoon papers (strictly in advance):

Daily and Sunday, by carrier, week.....	\$.10
Daily and Sunday, by mail, month.....	.50
Daily and Sunday, by mail, year.....	6.00

It will be seen that the increase in the rates by carrier for the morning papers in Denver is from 55 to 75 cents per month, and for the afternoon papers from 45 to 65 cents per month, in each case an increase of 20 cents per month, or, in the case of the morning papers, almost 37 per cent, and, in the case of the afternoon papers, almost 45 per cent. The higher rates will no more than meet the added cost of production, which cost has not been covered in Colorado for some years by a reasonable margin of profit by reason of the lasting results of a fight inaugurated some years ago and continued at various times for various reasons, subscription rates not having been in Colorado for years in proportion to the rates elsewhere, the greater cost of materials here and heavier expenses being kept in mind.

The facts set forth by the Denver dailies yesterday are absolutely accurate and apply to every daily newspaper in the State. Nor are the prices of the materials used in the production of a newspaper yet as high as they are likely to go. Commodities of all kinds have increased in cost to the consumer during many months past. It is but natural and unexceptionable that these greater charges falling upon newspaper publishers should cause them to raise their subscription rates as the Denver dailies have announced they will do the first of the year.—Pueblo (Colo.) Chieftain.

ADVERTISATORIAL.

Saying that wares are superior, cheap, splendid or fine, is not half as effective as telling why they are so.—Advisor.

* * *

A small key will open a large door. A small advertisement, if it fits the reader's requirements, will bring satisfactory returns.—Printers' Ink.

* * *

A single advertisement may do no visible good, but it is the magnet which draws the reader to the next one, and finally to become a customer.—H. L. Goodwin.

* * *

We insure 365 days in a year, for we do not know on what particular day the house may be destroyed. Advertise 365 days a year, for you do not know on what day you may supply some one's wants.—Newspaper Talk.

* * *

The one great trouble with the new advertiser and the majority of advertisers is, they expect too much too quick. Are not willing, haven't the courage of their convictions enough to take hold and hold on to the finish.—S. D. Creedon.

* * *

"There is no disputing about tastes." Much of the current criticism of advertisements is merely the expression of a private opinion and is of value only in showing what one man thinks. The highest authority on the subject of advertising is the bank book. The ad that pays is a good ad.—Agricultural Advertising.

* * *

A Northern magazine offers the Coaster a subscription to its fifty-cents-a-year publication in exchange for \$30 worth of advertising. As many papers will, no doubt, accept this proposition it doesn't require much study to understand why the foreign advertisers justly consider country publishers asses of the veriest kind.—The Texas Coaster.

* * *

We are glad to note, says the Athol (Mass.) Chronicle, that the merchants in many cities and towns are getting restive under the "stand-and-deliver" demands of canvassers for church and society programme advertising. In a measure it approaches blackmail, and the way to stop it is to stop it short. The same amount of money spent in legitimate advertising would bring five times the result of the programme advertising. The latter is a snare and a delusion.

* * *

The newspapers of larger cities are a veritable mine of hints for the local retailer, if he will read them carefully and use their contents intelligently. There are hundreds of apt phrases and tricks of expression which serve to brighten up the advertising and make it interesting. There are arguments that the retailer himself would not think of. All these things are good material for the advertiser to study and to use when they are appropriate.—St. Louis Grocer.

* * *

The reason why the newspapers are the best mediums for reaching the people and securing business is that they come into closer touch with the public than any other kind of publications. They greet the reader's eye 365 days in a year. It is the persistency, if we may so call it, of the newspaper that gives it value. Every day it is new and must be read, and every day the advertiser is making a direct appeal to the reader for his patronage. It is the constant dropping of water that wears away the hardest stone.—Fourth Estate.



DR. A. I. NEWCOMER,

DENTIST

BEARDSTOWN, ILL.

OFFICE IN ODD FELLOWS' BLOCK,
UP STAIRS.

DR. H. E.
CHURCH,

„DENTIST.“

OFFICE OVER THE MODEL.

All grades of work done
by the latest and most
approved methods.

Crown and Bridge
Work a Specialty.

Painless Extraction.

Electric Appliances
for Night Work

OFFICE HOURS

8:00 a. m. to 12:00 m.
1:30 p. m. to 6:00 p. m.
8:30 p. m. to 10:30 p. m.

...CALL AND SEE...
DR. H. E. CHURCH.

Elegant
Selection of **Holiday Goods**
At **Fischer's Jewelry Store.**

Lowest Prices on all goods.

WATCHES,
FANCY CLOCKS,
RINGS,
CHAINS,
BRACELETS,
BROOCHES,
SCARF PINS,
CUFF BUTTONS,
WATCH CHAINS,
HAT PINS,
COLLAR BUTTONS,
GOLD THIMBLES

VIOLINS,
GUITARS,
BANJOS,
MANDOLINS,
From
\$3 to \$25

IN SOLID SILVER
AND EBONY GOODS
HAIR BRUSHES,
CLOTHES BRUSHES,
HAT BRUSHES,
BONNET BRUSHES,
NAIL BRUSHES,
TOOTH BRUSHES,
BABY BRUSHES,
FILES,
MATCH BOXES,
SHAVING CUPS,
TINE STANDS,
Purses,
SOUVENIR SPOONS,
SILVER BABY RATTLES.

Elegant Line of Ebony Goods suitable for Gentlemen's Presents.

Spectacles and Eyeglasses bought for Xmas Presents will be
properly fitted after Xmas.

Dr. J. A. Henning,

-Dentist-

Needs no special write-up.
Has served the people of
Beardstown and vicinity hon-
estly and faithfully for ten
years.

The best of everything in
his line.

SEE DR. J. A. HENNING
FOR DENTISTRY.

PLENTY OF MONEY
— IN BEARDSTOWN —

If you don't believe it come any day from now until
Christmas and see

C. M. SPRING'S
TWO BIG STORES FULL OF

..Holiday Goods..

Our great sale for the holidays has already begun
and is bringing economical buyers to our two stores.
We would advise early purchasing while the stock
is full and new and to avoid the rush.

Only 10 Days Until Christmas.

Intending purchasers must think. In the rear of the
Park Drug Store, Rice's old stand, we have Great
Bargains in Toys and Holiday presents, and have
four big counters and filled with each a 5, 10, 25
and 50c counter, where great bargains are offered
and selections made easy, as we will throw many
high priced goods on these counters.

Don't forget to go all through these two big
stores, plenty of clerks to show you around.

C. M. SPRING, PARK
ROW

Frank
Burtenshaw,
Florist

Fifth Street, Corner Adams,
BEARDSTOWN, ILL.
Telephone 394.

Choice Roses, Carnations and
Smilax always on hand.
Headquarters for Decorative and
Bedding Plants.

Fresh Greenhouse Lettuce
Funeral Designs made to order on
short notice
Christmas Holly and Evergreen
Wreathing

Order Your
Christmas Trees

Early.

BARTLOW & HORNEY

Are offering the trade of
Beardstown and the sur-
rounding counties the
finest line of

**SUITS—
OVERCOATS,
...AND...
FURNISHINGS**

for the money of any firm
in the city
Call and see

BARTLOW & HORNEY.

Chas. Duehack's...

EUROPEAN HOTEL

AND DEPOT

LUNCH COUNTER

Will serve you in first-class style
at reasonable prices. Call and
see.

CHAS. DUEHACK, Prop.

W. Steuernagel

At his old stand
On Main Street.
Has all kinds of

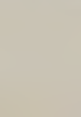
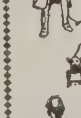
GROCERIES

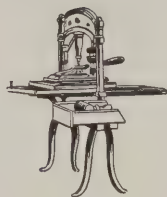
At the lowest mar-
ket prices.

BUTTER, EGGS, FISH,
FRUITS, VEGETABLES.

Fine China and Glassware
for Xmas Presents.
Order your goods early.

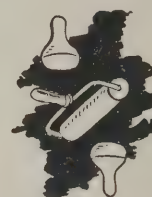
Telephone 173.





Half a Century's Advance in Illustrations.

A STORY OF TYPE AND PICTURES.



PART SECOND.

THE FUTURE OF ILLUSTRATION AND ENGRAVING.

It might well be asked in this closing year of the century if we have arrived at the highest excellence of engraving and illustration by present methods? And so, what comes next?

Nine years ago it was a hard matter to get a printer to print halftones properly. Printing halftones in a newspaper was not considered practical, even using screens of only eighty lines to the inch, and yet to-day newspapers are printing full-sheet halftones from screens of 120 lines and upwards and printing them better on the rapid news press than they were printed on the best made ready press nine years ago. The halftones now made are of a very high average, and there is little probability of a return to wood engraving, which was all the talk ten years ago. It is quite probable that if halftones and halftone printing had not improved during these years that publishers would have returned to wood, but the day is past and the new order of things stands firm till some new and better method is discovered. What that new method will be is hard to imagine, but photography, which has made so many changes and improvements, is not suddenly going to stand still and teach us nothing.

Is the next century to be one of color? Are all our magazine illustrations to be in color? Color photography and printing have advanced greatly within five years, and it is reasonable to suppose that during the next five years it will advance still more. And as methods improve and cheapen, the demand for a color-picture magazine must be met.

The writer well remembers discussing with the head of an engraving department of a large printing house this question of color, and his opinion at that time was that it was of no commercial advantage. Yet to-day that firm would be glad of a tenth of the photo-color work which is done in the country.

It is impossible to doubt but that color-work will be cheapened and made easier with fewer manipulations and the getting nearer the original than the present cumbersome and mistake-making methods. Of these methods and improvements we hope to speak in the near future, and although in writing on technical subjects it is necessary to use technical language, still we hope to make the matter as interesting for the master as the man, and in this department we will try to give our readers whatever is best and most interesting from the world over.

This month we give specimens of wax engraving by Geo. H. Benedict & Co. Next month the Binner Engraving Co. have promised something in the way of illustration of modern manufactures, etc., by halftone process.

THE WAX PROCESS.

This process is utilized for making every variety of railroad, geographical, State, county and town maps, mechanical and architectural diagrams, intricate rule work and fine

script. By it is produced plates for the uses named which can not be surpassed in beauty, clearness of line and exceptional printing quality. All ordinary designs in ink or pencil, blue prints or photographs, answer for copy as well as finished drawings. The following will illustrate its peculiar adaptability to the class of illustrations for which it is used:

A polished copper plate is stained black with a chemical solution. It is then coated with a thin composition of wax and resin, rendered opaque by the addition of a mineral oxide. A photograph of the copy is made on the surface of the wax or the copy is traced on the wax by placing tracing paper between the copy and the wax and going over the lines with a steel point. The lines and shading forming the design are cut in exact imitation of the copy through the film of wax to the surface of the copper plate with steel tools shaped like a "V" set in wooden handles. Circles and ovals are cut in the same manner with tools set in spring compasses. Tints and color plates are ruled on a special machine. When the lines have been cut, if the object is a map or diagram with lettering, the words, letters or figures are set up in type and pressed word by word into the wax and through it to the surface of the plate, the type being held in a clamp. The lettering being completed, the work is then compared with the copy, errors when discovered are corrected by melting the wax over the words or lines, thoroughly obliterating them, and recutting the lines or pressing the words in their proper places. After the plate has been gone over, the open spaces are filled with beeswax to give the necessary relief to the printing plate. When the building up of the spaces has been done, and defects corrected, the plate is coated with plumbago and placed in the electrotype battery. A strong shell is deposited, which is backed up and blocked in the same manner as an electrotype from a type-form or wood-cut.

No general prices are given for wax-process engraving, each subject requiring a special estimate. The copy should be sent with a request for prices, which vary, with the size, style and amount of detail in the subject to be engraved, from twelve cents per square inch for tailor's diagrams, subdivision plats, open rule work, etc., to twenty-five cents per square inch for town and ordinary county maps, mechanical diagrams, etc. For fine geographical and railroad maps, script, etc., the price may be as high as one dollar per square inch.

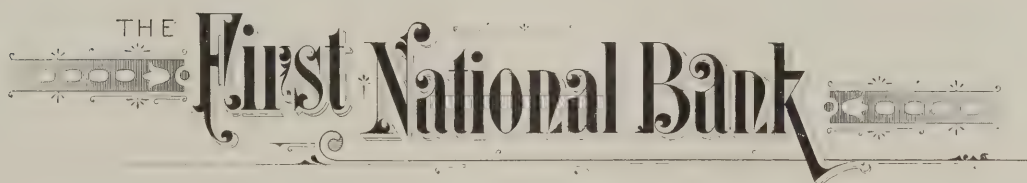
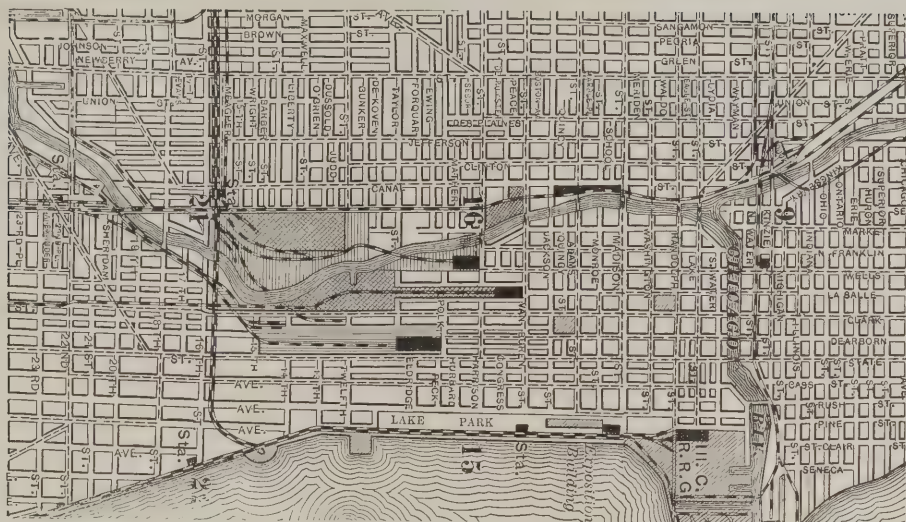
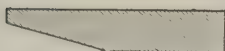
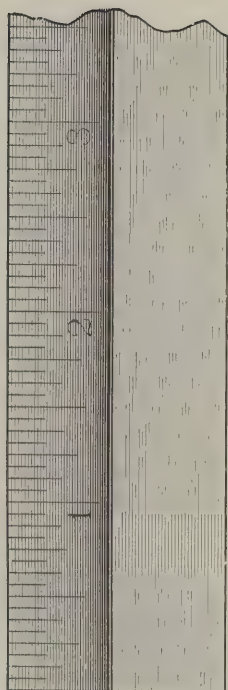
[TO BE CONTINUED.]

TWO POINTS ON WISE ADVERTISING.

We can learn as much from one advertiser's failure to succeed as we can from another's success.—Mail Order Journal.

* * *

From the letters that come in answer to his advertisements the wise advertiser is able to gather material for future advertisements.—Advisor.



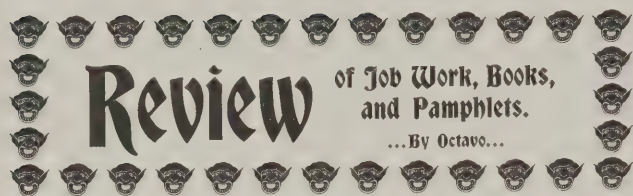
No. Chicago 189

Cashier of American Express Company

Pay to or

Dollars

\$



Specimens of all kinds of job printing, books, and pamphlets will be reviewed in this department. It is desirable that they be mailed flat when possible. If only favorable notice is desired it should be so stated in a letter accompanying the work, and should the specimens not be deemed worthy of praise no comment will be made. Address all communications to the office of this paper plainly marked on corner "OCTAVO, for Review."

Samuel Bingham's Son Mfg. Co., Chicago, is sending out a beautifully printed oblong booklet which gives a brief history of printer's rollers, as well as a few remarks or hints on their importance and care. The contrasts and comparisons between the crude methods of early times and the magnificent improvements of the present afford the reader of the pamphlet an opportunity of seeing and appreciating what has been accomplished in this line during the past fifty years. An important feature, and one which is sure to make the work of lasting value, is a treatise on the care of rollers. Here are some of the chapter heads: "Essential Qualities of a Good Roller, Seasoning Rollers, What Rollers are the Cheapest, When to Order Rollers, Setting Rollers, and Cleaning Rollers." The cover is embossed, the work is well done, and the contents interesting and profitable to printers.

* * *

David L. Gorham, typographer, 340 Dearborn street, Chicago, says: "Octavo: Dear Sir—I send you herewith a few samples of my work for criticism." It is a batch of stationery, cards, etc., showing excellent taste and judicious use of colored ink. I regret that the samples were of such a nature as not to admit of some of them being reproduced, as they show a thorough grasp of the prevailing fashion in up-to-date printing. Perhaps Mr. Gorham can favor this department with samples of job work that the engraver could make an etching from without spoiling the effect of the work.

* * *

Ordinary every-day cut work is shown on a large specimen sheet now being sent out by the Clark Engraving Company of Milwaukee. Halftones of 133-line for fine enamel stock and those of 80-line are compared. Wash drawings, zinc etchings, and fine lettering are shown, the whole proving of great interest to anybody who desires to inform himself on modern methods of illustrating.

* * *

Specimen sheets of the Inland Border Series No. 91, the Palmer Series of type—showing the script effect without the delicacy of the joining lines of script—and circulars telling how embossing can be done and its methods of advertising have arrived from the Inland Type Foundry, St. Louis. All the printed matter sent out by this house is of a high order.

* * *

The Chicago office of the John Thomson Press Company, Broadway, New York, sends a pamphlet setting forth the advantages of its platen press. The embossing of the cover is a fine piece of work, and the halftones inside are well printed. They are vignettied and the machines stand out almost like wood cuts.

* * *

A unique and pleasing piece of work comes from the American Type Founders Company entitled "Prevailing Type Fashions." A very ingenious arrangement of folding allows it to go through the mails for one cent postage, though it comes pretty near being sealed up. Sending for

a copy of this might save a whole lot of postage to printers mailing circulars.

* * *

A specimen sheet from Barnhart Bros. & Spindler, Chicago, shows Faust Text, which that firm is now putting on the market. It is of the early English or Bradley style.

* * *

A business card from the Gregory Printing Co., art printer, Dearborn street, Chicago, on a red ground with embossed letters in bronze, is showy, but is rather indistinct and the bronze used does not appear to be of a good quality.

* * *

The Mansfield (Ohio) News sends a folder giving an elaborate and detailed statement of the circulation of the paper in table form. It is not intended to be a specimen of fine printing, but it is well executed and possesses many good features as an advertisement.

* * *

Bradley italic and Jenson is the combination of the little circular which the Sanders Engraving Company of St. Louis is mailing, telling of the new location, where the company is better equipped than ever for fine work. Sage-green ink on fawn-colored paper looks well.

* * *

Calendars have been received from the Maury Democrat, Columbia, Tenn.; the Liberal (Mo.) Enterprise; the Osceola (Wis.) Sun, and the Independent, Winona, Minn. Good calendars are still a popular form of advertising in spite of some adverse criticism now going the rounds.

* * *

A complimentary card from H. C. Hansen, printed in silver on a bright-red card, looks well, and has a calendar for the month of January in the upper left-hand corner. It might have been better if the word "Boston" had been printed on the card under the two words "type founder."

* * *

A small booklet showing the advantages of the McGinty adjustable feed gauge for platen printing presses fills the bill exactly. It comes from Doylestown, Pa., and is issued by the McGinty Feed Gauge Co. It is neat, but makes no pretensions at being elaborate, which is correct when advertising a small article.

* * *

A neat piece of advertising has just been issued by the Michigan Farmer, Detroit. It is in booklet form, with halftone illustrations of the office and plant. A vast sum of money is annually spent on booklets, and no doubt it pays, for many firms use this form of advertising that are not in the habit of wasting their money.

* * *

Alfred Mudge & Son, printers, Boston, have printed one of those nice long booklets on deckle-edged paper and old-style type, tied with floss silk. Black and red are the colors of ink used and the brief but pointed reading matter appears on the right-hand pages only. The busiest man could hardly pass it by without reading the contents, and it wouldn't take him long to do it and get all the facts about this printing house.

* * *

"Historic Monterey and Its Surroundings" is the title of a forty-eight-page souvenir, issued by the Monterey (Cal.) Cypress. It is set in brevier Ronaldson, solid, twenty-eight ems wide, and made up two columns to the page, the reading matter on the even and the illustrations on the odd pages. The cover is blue with embossed title in gold. It is a credit to Wallace Clarence Brown, and is certain to prove a lasting souvenir.

ECHOES FROM THE SOUTHLAND.

What Southern Papers Say of the Convention of the National Editorial Association and of the Visit of the Editor of the National Printer-Journalist.

From the New Orleans Times-Democrat, Jan. 5, 1900.

Mr. Benjamin B. Herbert, representing the National Editorial Association of the United States, is on a visit here. Mr. Herbert was the organizer of the Association and its first President, and in the course of an interview with a Times-Democrat reporter last evening he explained fully the scope of the Association and the object of his present visit.

"I came down," said Mr. Herbert, "in order to look around your historic city, survey the different points of interest and interview your prominent citizens and business men with a view to preparing an article preliminary to the holding of the Convention which will be sent out with the official programme. The Editorial Association was

Cincinnati. The whole region of country contributory to these different points has been generally traveled over and the leading interests made subjects of special articles by the editors, so that the readers of newspapers throughout the United States have been educated in all these matters as well as the editors themselves."

Asked as to his impressions of New Orleans, Mr. Herbert said: "I have been very much pleased with what I have seen of the city and with the evident improvements that have been made during the last fifteen years, which indicate that New Orleans is thoroughly abreast of the progressive spirit of modern times, and I was especially pleased with the report made at the meeting of the New Orleans Progressive Union held last evening, showing that a genuine spirit of progress is abroad in your city."

"How long have you been making these trips in the interest of your association, Mr. Herbert?"

"For twelve years, during which I have written up the local attractions and the itinerary and local arrangements



In the Cotton Field.

originally organized for the purpose of comparing experiences, theories and opinions in regard to the conduct of newspapers, but as a result of its meetings there has arisen the practice of visiting different sections of the country and investigating matters of local, industrial, educational and social interest, so that while it is first and foremost an editorial body, organized for the building up of the profession, it has also become the means of informing the editors with regard to existing conditions in all sections of the Union. The association was first formed in 1885, on the occasion of the World's Cotton Centennial Exposition, and since that time meetings have been held in every section of the Union—in Boston, San Francisco, Portland, St. Augustine, Chicago, St. Paul, Denver, Detroit,

made for entertaining the editors, together with the official literary programme. In these preliminary visits I have personally met with the chambers of commerce and boards of trade of the principal cities from San Diego, Los Angeles, Cal.; Portland, Ore.; Seattle and Spokane, Wash., on the western boundaries of our country, and St. Paul, St. Louis, Cincinnati and Detroit among cities in the interior, and from St. Augustine and Jacksonville, Fla., to Asbury Park and New Jersey and other points on our eastern coast. It was at New Jersey that one of our most successful meetings was held in 1894.

"I have found that everywhere," continued Mr. Herbert, "where there existed a live active Board of Trade, Chamber of Commerce, or association of the character of your Pro-

gressive Union, that new life has been infused into all city enterprises. For this reason I feel certain that this new organization of yours, I refer to the Progressive Union, will be of benefit beyond the expectations of the most sanguine. A striking instance, by the way, of what can be accomplished by just such organization is shown in Minneapolis and of late in St. Paul and St. Louis. California even has a State organization, co-operating thoroughly with an organization at San Francisco."

Mr. Herbert then proceeded to unfold the plans of the association of this year. "We will," he said, "rendezvous at St. Louis February 22. Will pass one day at Memphis, another at Jackson, Miss., and a third at Vicksburg, arriving here in New Orleans on the morning of February 26, just in time to participate in and enjoy your magnificent Mardi Gras festivities and spectacular parades. Arrangements have been made on account of the crowded state of the city at that time to occupy the sleepers, the Illinois Central having agreed to place them in a central position on their tracks in the city.

"As for our programme here, three days will be given

the United States on topics connected with the publishing of newspapers, each paper to be followed by discussions. Each discussion will be led by three speakers named prior to the opening of the discussion. First the opening paper and then the two speakers named, after which general discussion will follow."

It is understood that arrangements are already in progress here for a series of entertainments to be tendered the Association, as also to show the visitors the sights of the city and generally to extend to them a hospitable welcome. It is also expected that at the opening meeting of the Convention the Mayor and prominent citizens and business men of the community will extend a cordial address of welcome, which will be fittingly responded to by the members of the Association.

Special arrangements have already been made at Jackson, Miss., for the entertainment of the editors, who will be tendered a dinner on their arrival in that city, and subsequently taken on a trolley ride round the city, visiting also the principal institutions. An informal reception will be given at the residence of Colonel R. H. Henry, of the



At the City Cotton Sheds and Market — Away Down in the Land of Cotton.

up to the festivities and viewing the city, then on the evening of February 28 will be held the fifteenth anniversary occasion, a public literary performance, at which one of the leading editors of the United States will deliver an address, original poems will be recited, and there will also be short addresses by Past Presidents of the Association, the whole interspersed with music. It is proposed that this entertainment shall take place at one of the halls and it will be open to the public. March 1 the sessions proper of the Convention will be opened, and three days will be devoted to the immediate work of the Association, which will consist of papers by editors from different parts of

Clarion-Ledger, Jackson, Miss., who is the present President of the Association. There will also be a banquet given in honor of the visitors at the Masonic Hall, with the Odd Fellows' Hall as a reception room, both of which have been granted for the purpose, under the auspices of the ladies of Jackson.

The following are the present officers of the Association: President, Colonel R. H. Henry of the Clarion-Ledger, Jackson, Miss.; First Vice-President, Lieutenant-Governor Matt Parrott of Iowa; Second Vice-President, Colonel F. B. Ballio of Texas; Third Vice-President, Albert Tozier of Oregon; Corresponding Secretary, J. M. Page of Illinois; Recording

Secretary, R. M. White of Missouri; Treasurer, James G. Gibbs of Ohio.

The National Association now represents no less than sixty-two State and sub-State press organizations. The rule of representation is one delegate for every twenty-five newspapers represented in the State organization. The number of delegates is about 375, representing in that way from 8,000 to 9,000 newspapers, and all the delegates are prominent and thoroughly representative.

It is proposed to publish shortly in the *Printer-Journalist* a descriptive article on New Orleans, giving complete data regarding the principal points of interest. The article will be beautifully illustrated.

Mr. Herbert has traveled the continent from Mexico to Winnipeg, and both he and the visiting editors have always been very enthusiastic in writing up the sections visited.

A committee from the National Press Club, with the President and other representatives of the Progressive Union, met at the St. Charles Hotel yesterday and outlined the following programme in connection with entertaining the National Editorial Association:

A committee of citizens and representatives of the Press Club will meet the Association delegates at Jackson, Miss., February 24, and accompany the party to Vicksburg and thence to the city. On arrival in New Orleans a reception committee will meet the editors at the Illinois Central Railroad depot. February 26 and 27 (Mardi Gras) will be devoted to viewing the Mardi Gras celebration. Wednesday night, February 28, address of welcome by Gov. Murphy J. Foster, Mayor Walter C. Flower of New Orleans, President Norman Walker of the Press Club, President J. Y. Gilmore of the State Press Association; responses by President and members of the Association.

There will be a musical part of the programme furnished by the leading musicians of New Orleans.

Business sessions will begin on March 1 and continue on March 2 and 3.

The hosts—the Progressive Union, the New Orleans Press Club, the Cotton Exchange, the Sugar Exchange, the Chamber of Commerce and the Board of Trade—will arrange a supplemental programme to make the visitors feel acquainted with New Orleans.

(From the *Daily Herald*, Vicksburg, Jan. 7, 1900.)

The *Herald* yesterday noted the arrival in the city of the Hon. R. H. Henry, President of the National Editorial Association. He was here, as stated, with Mr. B. B. Herbert, the representative and advance agent of the excursion which the Association has projected and which has Vicksburg on its itinerary of scenes to be visited. The visit of the editorial fraternity, including men of national repute and usefulness, will be an event which the city should, and of course will, receive with all due ceremony and hospitality. Nothing less would befit the reputation and renown of Vicksburg—the chief city of the State and a place of historic fame.

The following timely and suggestive remarks upon the occasion are quoted from the *Evening Post*:

"On account of the great historic interest attached to Vicksburg the Association will visit our city. Our people and officials should make its visit one of the most pleasant and notable events of the itinerary to New Orleans.

"The Board of Trade and the Mayor and Aldermen will no doubt be called on to make modest appropriations to pay necessary expenses that will be incurred in entertaining these distinguished visitors, and we hope both bodies will

generously respond, and that the people of Vicksburg will do everything possible to make the Association's visit pleasant and interesting."

(From the *Vicksburg Evening Post*, Dec. 28, 1899.)

From a circular received from President R. H. Henry, we learn that the National Editorial Association will visit Memphis, Jackson and Vicksburg when en route to New Orleans next February, where it will hold its annual session.

This Association is one of the most important and influential organizations in the United States, and its membership extends to every State in the Union, which send delegates to the annual meetings.

The Association met at Portland, Ore., this year, and honored Mississippi by electing Mr. R. H. Henry, of the Jackson Clarion-Ledger, as its President, and also honored the South by selecting New Orleans as its place of meeting. It is right and proper that the cities visited by the Association should extend to it all the courtesies and hospitalities possible. The National Editorial Association asks for no advertisements or business contracts, as did the New England combination last year, but its members pay their way and seek only the advancement of knowledge, good fellowship and fraternity of the sections.

The Mississippi cities to be visited by the Association next year should give it a warm and cordial reception, as usual on such occasions, and also in recognition of the honor bestowed on one of their citizens.

We suggest that President Henry visit Vicksburg within the next few weeks, and assist in arranging or suggesting preliminaries for the entertainment of the Association while here.

We take the following interesting paragraph from President Henry's circular:

"The itinerary has not been fully decided upon, but it is now expected that the delegates will rendezvous at St. Louis on February 22; leave there that evening on the Illinois Central Railroad, reaching Memphis next morning and spending the day there as the guests of the city. Leave Memphis on the night of February 23 and reach Jackson next day, where it is intended to give the Association a dinner, drive around the city, visit the Legislature and State institutions; reception and banquet at night; leaving next morning for Vicksburg, where the day—February 25—will be spent in such way as the city may decide. I presume visits will be made to the old breastworks of Grant and Pemberton and the beautiful National Cemetery; probably a short excursion on the Mississippi River, with a reception and banquet that evening; leaving that night over the Yazoo and Mississippi Valley division of the Illinois Central Railroad for New Orleans, reaching the Crescent City early on the morning of the 26th of February."

(From *Vicksburg Evening Post*, Jan. 5, 1900.)

Our city was honored today by a visit of Mr. B. B. Herbert, of Chicago, and R. H. Henry, of Jackson.

Mr. Herbert is the editor and publisher of the *National Printer-Journalist*, a splendid monthly magazine, which is the official organ of the National Editorial Association. He was the founder and first President of this grand Association, which now has a membership in every State and Territory of the Union. He is gathering material for the February issue of his publication, which will be especially devoted to the coming trip to and annual meeting at New Orleans.

Mr. Henry is the well-known editor and publisher of the *Jackson Clarion-Ledger*, and is the President of the

National Editorial Association for the present term. He is one of the most successful publishers in the South, and is deservedly popular with the newspaper fraternity.

The association, to the number of three or four hundred ladies and gentlemen (the newspaper men always take their wives or sisters along on their annual trips), will leave St. Louis on February 22; will stop at Memphis on the 23d, at Jackson on the 24th, and at Vicksburg on Sunday, the 25th.

Jackson is preparing to give the visitors a grand entertainment, and no doubt Memphis will do likewise.

On account of the great historic interest attached to Vicksburg the Association will visit our city. Our people and officials should make its visit one of the most pleasant and notable events of the itinerary to New Orleans.

The Board of Trade and the Mayor and Aldermen will no doubt be called on to make modest appropriations to pay necessary expenses that will be incurred in entertaining these distinguished visitors, and we hope both bodies will generously respond, and that the people of Vicksburg will

representatives from all the States and territorial press associations. There is one delegate to every twenty-fifth member of the Press Association, making a membership of 375 to 400 visiting delegates. It is expected that with their families and friends the delegates will bring fully 600 visitors to New Orleans. This year they will rendezvous at St. Louis on the 22d of February, and will travel south in a special train over the Illinois Central. They will stop at Memphis on the 23d, where a reception will be tendered the journalists and their friends. On the 24th, at Jackson, Miss., the home of Colonel R. H. Henry, present President of the Association, a grand reception and banquet at Masonic Hall will be given, at which the Governor of the State and his staff and the State officers will be present.

The next stopping place will be Vicksburg, and thence the party will journey to New Orleans, arriving here on the 26th of February. From the 26th to the 28th, inclusive, the whole time will be devoted to enjoying the festivities of the carnival season. The headquarters will be at the St. Charles Hotel. A committee on entertainment from the



A Family of Twelve.

The children of Mr. and Mrs. William Goodwin; they are all alive and well and living at home with their parents at Petaluma, Cal.

do everything possible to make the association's visit pleasant and interesting.

(From the New Orleans Daily Picayune, December 31, 1899.)

Col. Benjamin B. Herbert, of Chicago, editor of the National Printer-Journalist, official organ of the National Editorial Association, is in the city as the representative of that Association, for the purpose of writing up the programme for the fifteenth annual meeting, which will be held in New Orleans on the 1st of March, and will last four days. The visitors will be here, however, in time to take in the Mardi Gras festivities.

Regarding his visit here, Mr. Herbert said that each year preceding the Convention an article is prepared for publication in the official paper, giving a description of the itinerary and the programme, together with local entertainments, and a "write-up" of the places of interest in the convention city. This article is accompanied with illustrations of sites, park views, public buildings and any scene of interest. The attraction of the New Orleans carnival will be specially dwelt upon in the elaborate article that will be prepared by Mr. Herbert.

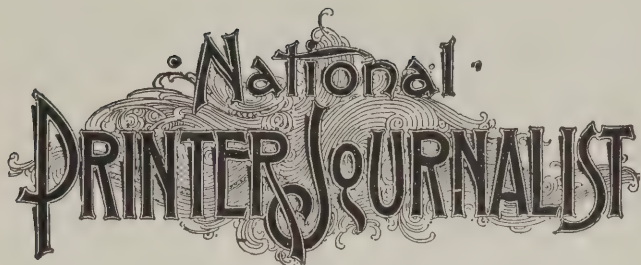
This Association is a delegated body, made up of repre-

Press Club and the Progressive Union will have charge of providing recreation for the visitors. On March 1 the Association will hold an "anniversary meeting." It was organized in this city fifteen years ago, Mr. Herbert being its first President. Eighteen States were represented at that meeting. Now all the States in the Union have delegates in the Association. On the first day addresses will be made by past Presidents, and by leading journalists. The anniversary poem will be read. The next day routine business, such as appointment of committees, will be undertaken, together with stated topics.

On the third day, reports of officers, stated topics again and discussion, and the report of the Committee on Legislation.

The fourth day will be taken up with reports of officers, legislation on topics, and election of officers for the ensuing year.

The National Editorial Association first organized in New Orleans in 1885, held its second annual meeting in Cincinnati, and subsequent meetings as follows: Cincinnati, San Antonio, Detroit, Boston, St. Paul, San Francisco, Chicago, Asbury Park, N. J., with a banquet at New York city; St. Augustine, Galveston, Denver, Portland, Ore.



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CHICAGO, - - - - - FEBRUARY, 1900.

The "Question Box" took up an hour or more at the session of the Kansas State Press Association, and was under the direction of the editor of this paper. The time allowed was not sufficient to answer the numerous questions submitted, hence, pursuant to promise, the answers are given here.



First Question.—What can be done as to the high prices for paper demanded by the paper trust? Answer.—Ascertain as to whether the prices are too high. Many things in this country have been too low, and paper, I believe, has been sold for less than cost. There were one hundred and twenty-five less paper mills in the United States in 1890 than in 1880. In the year 1882 I went as a member of a committee to visit the paper mills of Wisconsin to ascertain as to whether the citizens of Red Wing, Minn., would be justified, as a matter of helping to build up the industries of the city, in putting their money into the building of a paper mill. Some twenty-six paper manufacturing plants were visited in Wisconsin and Northern Illinois. It was ascertained that paper was then so low compared with the cost of production that there was little or no profit left unless the factory had superior facilities. Red Wing people did not build a paper mill. Last fall I visited one of the mills in Wisconsin, where, in 1882, they boasted that they had an abundant flow of the purest water for paper-making purposes, that had not varied more than three or four inches in depth in ten years—to find that this favorable condition no longer existed; that the supply of water at some seasons of the year had to be supplemented with steam power. Besides a decrease in the water supply in many places, the supply of timber along the banks of streams from which timber was once floated to the mills, had been lessened and the material for pulp had been made more costly. Yet I have been informed that through com-

binations the price of print paper has been advanced beyond reason. I do not claim to be a paper expert, but on general principles, if it should appear that extortion is practiced, through a combination of those who control the paper manufacturing industry, then there are three means to which paper users have legitimate recourse. First, to demand that all protection shall be removed from paper and wood pulp. This is on the principle that any classes of men or manufacturers who combine to do injustice or to practice extortion upon the users of their products have forfeited all right to any benefit from a protection of such products through revenue or other laws. Second, let the newspapers proclaim the immense profits that are being made, the extortions that are being practiced, and encourage men with capital to embark in the business and create new competition. There is an abundance of capital seeking profitable investment, and, with a promise of good profits and the advantage of having the good will, or the power of competition of old-established factories lessened, through a knowledge thoroughly disseminated, that they had practiced extortion by selfish combines, capital will flow into this legitimate industry. Let the press encourage new factories, new inventions and the use of other material. Third, through legislation and taxation. If it is found that a combination of wealthy firms has monopolized the streams, the land and forests required in this or any other industry, to furnish needed products for the people, it is the duty of the State and Nation by enactments and taxation, and even offering bounties in extreme cases, to protect the people and defeat the iniquity. While not believing entirely in the single tax idea, I do believe that no man nor combination of men has a right to monopolize and hold with or without use, for the purpose of extortion, any of the free gifts of heaven, the air, the sunlight, the forests, the land or water, or any of the rights, privileges or franchises created by or incident to government or society, for the purpose of practicing wrongs or extortions upon the inhabitants of the earth or the citizens of a country. This question and many others arising out of it lead to a considerable discussion. Some were certain that manufacturers had entered into combinations to demand prices that were extortionate and that would bring immense wealth to them every year, and that taxes ought to be so adjusted that all above a net profit of six per cent per annum on actual investment should go to the Government. Others believed that with money abundant and seeking investment at three per cent per annum, manufacturers would not be making extortionate profits, else others would be rushing into the business. The questions were so numerous that we have made the substance of them the subject or occasion of a separate article, covering cost of material, protection, etc.



Second Question.—Are all the paper mills in the combines? Answer.—No. There were in March, 1899, between thirty and forty plants in what is termed the International Paper Company. These plants were all in Massachusetts, Maine, Vermont and New Hampshire. There are other groups of manufacturers united in the sale of their output, but of course I could not now give the names of these to any degree of certainty.



Third Question.—What are the exports of paper from this country? Answer.—According to a report made to the convention of paper manufacturers held in Philadelphia last summer, the exports of paper for the previous year had been between six million and seven million dollars in

value, and plans were considered by the manufacturers to increase the amount of such exports.



Fourth Question.—Can a country weekly be furnished for \$1 at the present price of paper? Answer.—No. One dollar a year is not enough for a good country weekly; that price has always been too low.



Fifth Question.—Should this association go on record as opposing the Paper Trust, and pass a resolution calling upon our representatives in Congress to support Champ Clark's bill or other similar good bill to remove the tariff upon paper and materials used in making paper? Answer.—I think it would be better to appoint a committee to thoroughly and dispassionately investigate the subject and then report to the members of this Association, so that action might be intelligent, properly directed and united. The power of the press is always respected when backed by facts and exercised with calm judgment.



Sixth Question.—Have you known anything of the use of flax in combination with wood pulp? Answer.—Flax, or rather linen rags, are used with pulp to make paper of a higher quality than wood paper. There are five hundred different varieties of vegetable substances from the fibres of which paper has been made, though I believe none, up to the present time, has been found cheaper for print papers than those from spruce or poplar logs. It is possible, however, that some of you users of paper, feeling the pinch of higher prices, may discover a new method or a new material or a new combination of materials that will cheapen the cost. It is one of the methods always present for escape from extortionate prices. If the Standard Oil Company, for instance, puts too high a price on kerosene, we can use candles, gas, electricity or something else for lighting purposes.



Seventh Question.—What per cent of income ought country (weekly) newspapers to pay on the investment? Answer.—Certainly as great as the legal rate of interest, above all expenses, wear and tear, and a reasonable salary for editor or publisher. A paper should be made to pay all that is possible by industry and the use of all legitimate means. It is claimed that the Chicago Tribune has paid a net annual profit of \$500,000 a year, or ten per cent on five million dollars. Most of us would be satisfied with a smaller amount. The value of a paying newspaper consists in its good will. I do not suppose that the Chicago Tribune has over \$250,000 actually invested in type, presses and machinery, yet if the profits stated are regularly earned it would be worth five million dollars. Most of the successful newspapers of the country represent years of hard work that have gone into the building up of the paper to a profitable business, and to figure the investment at merely what is represented in the type and machinery would be unfair. It is a difficult question to answer definitely. I would say that a weekly paper, such as I suppose to be meant by the questioner, or a country weekly, if you please, should pay at least from twenty-five to forty per cent on the money actually invested in the material; that is, in type, presses, racks, cases, imposing stones, power, etc.



Eighth Question.—Should a country weekly accept foreign advertising at a cheaper rate than home advertising, and how much? Answer.—As a rule, I do not think that

foreign advertising should be accepted at much, if any, less than home advertising. Much of it should not be accepted at all. No editor or publisher should, for a beggarly pittance, go into partnership with some patent fraud to swindle his own neighbors, friends and customers. Do not accept the advertisement of any drug or medicine without taking steps to ascertain that it will not be injurious. Many argue that home advertisers receive a constant as well as a more general benefit from the papers, and hence can afford to pay higher prices, but it should be remembered that most foreign advertising depreciates the value of a paper as an advertising medium quite as much as home advertisers are benefited. However, discretion is to be used always, but never should advertising be taken for less than cost from any one. It is wiser to make a better paper and then hustle for home advertising. Every inch of space in a paper is valuable as a winner of subscribers and a means to secure a better price for the paper and for space therein.



Ninth Question.—What rate per inch ought country papers to charge for advertising per 1,000 circulation? Answer.—As I have just said in answer to the other question, the rate should certainly never be below cost. A newspaper is maintained for the benefit and pleasure of a community, though it is a private business. It is from its character a better means of reaching consumers than are handbills or circulars. The better and more popular a paper the better it is for all the advertisers, and each should expect and be willing to pay his share of the cost of getting it out. If it costs \$36 a week to get out an ordinary weekly paper of one thousand copies and the average advertising available is twenty columns an issue, or four hundred inches, I would figure that the cost is nine cents an inch, \$1.80 a column, each insertion, or \$90 a column a year for the space alone. There should be a profit above this. There is an added cost in setting and in the make-up on short time and on small advertisements, so that I do not think in a country paper of a thousand circulation a column should ever be run for less than \$100 a year. This is for the space occupied, so that the cost of composition of smaller advertisements and for changes of them should be figured. It is doubtful whether a single one inch advertisement can be set up, proof read, corrections made, place found for it in the make-up of the paper, then the advertisement taken out and distributed and the make-up again changed to accommodate reading matter and other advertising, for less than seventy-five cents, so that a single inch one time would cost very nearly eighty-five cents. These items should all be taken into account and a scale arranged from eighty-five cents or \$1.00 for a single inch, one time, to \$100 for a column for one year.



Tenth Question.—Should subscription payment be invariably required in advance? Answer.—I think that all subscriptions should be due and payable in advance, and should be so charged and bills sent out each year on that basis. Yet I think a publisher should use his own judgment as to allowing time on what is due him. You should not trust a deadbeat for your paper any more than you would take a dollar or two dollars out of your pocket and loan him. There must be business discretion used here as in other branches of business, only do not be remiss in collections, but never collect through the columns of your paper. Send bills and statements. If men living in the country, where they can not be profitably seen, are perfectly good, yet behind, do not cut them off. Wait. It

pays. At least, this is my idea or view from personal experience. But do not run any dead people on the list.



Eleventh Question.—What is the best form for a country paper? Answer.—My experience was best with a six-column quarto—a paper of eight pages, six columns to the page. Yet I am much taken with the new idea of the sixteen-page form of four columns to the page. The greater number of pages give better opportunities for the display of advertising, for a systematic arrangement of departments and for enlarging when there is too much matter for the regular pages. It makes a handsomer paper, too, and more convenient. I think that it is more likely to be preserved. There is better opportunity for typographical effect and illustration. Beauty of appearance or attractiveness is no small item in a paper. Unless an office is fixed for folding, binding and trimming such a paper the expense must be more. Yet I think better advertising rates can be obtained and that the same advertising space is worth much more on a small than on a large page.



Twelfth Question.—Is any advantage gained to the publisher by representing his circulation to be larger than it really is? Answer.—Not as a rule, though no one likes to acknowledge a circulation less than that claimed by an esteemed contemporary, even if positively sure or reasonably convinced that the contemporary's claims are false. It is not pleasant nor always business wisdom to say that the other publisher lies. It sometimes pays by a canvass to show just how many copies of each paper in a city are taken. If, however, you have a circulation of which you are ashamed, make a better paper and hustle around and get more subscribers. Then you can always claim the larger list and stand ready to prove this assertion without stating the exact number, and thereby, among those who will believe your friendly rival, get the benefit of his magnificent claims. However, among local advertisers there is not much doubt but that if your paper really leads it will be pretty generally so understood and recognized. As to foreign advertisers, you can convince them of your standing by charging and insisting on good rates. A paper is taken very generally at the estimate put upon itself.



Thirteenth Question.—What is the best way to conciliate an advertiser who is offended at a news item? Answer.—Show the advertiser that you are perfectly fair, candid and unprejudiced. If you have been drawn into error acknowledge the same in a manly, straightforward manner, and, putting all pride aside, make amends openly and fearlessly. If you have occasion to criticise a man for a wrong act be just as quick to commend him for a good deed.



Fourteenth Question.—Would this not bring a reputation for being vacillating and two-sided? Answer.—Not among thinking people at least. You can hate and expose sin and wrong-doing and yet love the sinner and make him respect you. If a man puts up a job to defraud the public, or does any other wrong, condemn the act. If he gives a thousand dollars for a public library commend this. Show that your paper is above prejudice, personal spite or malice. Be judicial. It requires higher qualities of mind, judgment and heart to be a good editor than to be a judge. Speaking from experience, men whose ill deeds I have had to condemn most severely in the newspaper, and yet whose good acts have been heartily commended, have become my

warmest friends. This, however, will not be the result when dealing with sneaks and hypocrites. Their whole stock in life and business is cant, hypocrisy, deceit and a claim to goodness, and they can never safely admit that they are ever wrong, or ever anything but perfect in piety. They never understand either bravery, truthfulness, manliness or candor. Such people are of no use anyhow in this age, except to be exposed and held up as horrible examples as were the Pharisees by the Great Teacher in days of old. Canting hypocrites generally steal their newspapers and then hold their hands up in holy horror at the lack of sanctity, lack of reverence for show and pretense, on the part of the press.



Fifteenth Question.—Do you think paper stock has been advanced a larger per cent than iron and all other lines of goods? Is the advance not general? Answer.—The advance on book and other high-grade papers, so far as I know, has not been greater than on other lines of goods, though the advance in newspaper or print papers is said to be nearly if not quite one hundred per cent. (For the reasons claimed for this advance see article on "The Paper Question.")



Sixteenth Question.—Can a newspaper be run "In His Steps" and uphold the tariff system? Answer.—As I understand "His Steps," they were all to help and to uplift mankind. This is ever the mission of the press. The successful, worthy newspaper is the servant of all, the faithful brother and counselor, the encourager and aider of every noble and worthy undertaking, of every needed charity, every industrial enterprise, everything intended to give honorable employment and to bring substantial prosperity, wealth and plenty to the community, of every real reform, of every means to succor and care for the weak or defective, to provide for those in want, to spread abroad to every house and every individual information and education, to promote purity, public and private virtues, honesty, truth, morality, justice and equity. If a newspaper is run, as it should be, along these lines, it will be pretty close in the steps of the Great Teacher, who taught that "men to men should brothers be," mindful of the one Father with ever-present, yearning love for all. As to the "tariff system," we do not deal in partisan politics at this convention.



Seventeenth Question.—Should an editor be a Christian? Answer.—In a nation founded on the fundamental principles of Christianity he certainly should not be a heathen, though he need not be a crank. As a matter of patriotism, it is but right to stand by the recognized principles of religion. As a matter of gentlemanly conduct, it is right to respect that which is generally held sacred by others. As a matter of business, a newspaper man and his newspaper should have a part in all the means used for making people better, more prudent, loyal, obedient to law, kind, considerate and useful. All this is the mission of true Christianity, which is above all creeds or churches, yet works, in this age at least, most effectively through them. Yes, in the broad and true sense, in this land at least, in justice to himself and to his business, an editor should be a Christian and his life, which in no small sense belongs to the public, should be characterized by sobriety, uprightness, humility of the genuine kind, willing zeal in, and love for and service to humanity.



Eighteenth Question.—Do first-class country newspapers scold their competitors? Answer.—Not now. Press

associations have brought about a better feeling among publishers. To scold competitors or at competition does no good, unless it be to advertise the competitor, and even then it is not a very courteous or commendable way to do good to others. It is a kind of advertising that should be discouraged. Editors who imagine that the public are interested in their business or private quarrels with rivals in newspaper editing or printing are generally youthful and inexperienced, or are afflicted with very large bumps of self-esteem. This, however, does not prevent them attacking the wrongs fostered or upheld by a competitor with all vigor at command. Even then no feeling of envy, jealousy or vindictiveness should be shown. An editor has only to do with questions of public interest and welfare.



Nineteenth Question.—Is it better to make a local paper partisan, independent or neutral? Answer.—I believe it is better to make a paper independently partisan. In a republic every citizen is expected to have or hold certain principles or views as to public policy. It is natural that his newspaper should reflect his views. "No man liveth unto himself alone" in this world, and those of like views naturally act together for what they deem to be the public good. Yet every editor, as well as every other citizen, should carry his sovereignty under his own hat. Slavish subservience to party or to partisan leaders is degrading and injurious to a paper and to its business.



Twentieth Question.—How then can editors expect party support? Answer.—You do not need party support as such, but the support of the people. A party platform may have a rotten plank, which it is the editor's duty to point out, yet the raft as a whole may be viewed as more desirable and safer for the political voyage than any other presented. Be earnest and honest in your belief, but always courteous to the other side. Show no partiality in the news columns, give all the news without bias or shrinking and you can make a newspaper success though not ten in a hundred of your subscribers hold the same political views as those advocated by the paper.



Twenty-first Question.—Is a dollar a year a sufficient price for a country weekly with a thousand or less subscribers? Answer.—It is not. The country paper exists to give news of local events to a limited number of people, and the first cost can only be distributed among a few hundred. It should be understood that if a paper costs a thousand dollars a year for one thousand circulation one dollar a year from each subscriber means starvation. If the paper costs more than that then this price means early bankruptcy, while fifty cents a year more means in the first case five hundred dollars profit. It is only the amount above cost that the publisher gets. Selling for cost means only trading dollars for other people and boarding and clothing yourself. You get nothing and generally lose your own self-respect and the respect of the community.



Twenty-second Question.—How can the subscription price of a country weekly be raised from \$1 to \$1.50? Answer.—The most essential thing in advance is to have the courage of your convictions, then announce the advanced price and stand by it, giving plainly and succinctly the fact that the paper has been too low. Now is a good time, when paper and everything else is going up. But do not stultify yourself by advertising that you can not afford to print the paper for less than \$1.50 or \$2 a year and

then set a date ahead and extend the time, urging every one to get in before the raise at the dollar rate. By such a course a publisher only advertises himself a liar and hypocrite and the worker of a confidence game upon the credulous, greedy and unthinking, or as pandering to those who want to get something for less than cost. A good country weekly ought to sell at \$2 a year. Fewer would find fault with such a price than would be thought. A few would discontinue, but if the paper was made so good as to be desired these would come back. Publishers are too frequently cowardly, and yield to the demands of the noisy few. I have known good country papers to be maintained at a price of \$2 a year against opposition papers at \$1 a year, and the \$2 papers were not the ones that failed, but where the \$1 papers went down the lists of the \$2 papers were no less than when the others began that "were so soon done for that it was a wonder what they were ever begun for."



(Our Kansas friends were prolific in questions, and a few, with the answers, must go over to the next issue of the National Printer-Journalist. In the mean time, if any others have any questions to submit, they will be courteously answered in this department.—Editor.)

THE PAPER QUESTION

The sudden advances in the prices of print paper, preceded by the uniting of manufacturers in combinations, corporations or trusts, have naturally aroused, among the users of paper, feelings of indignation and a cry of extortion. The paper manufacturing establishments must suffer more or less in public esteem, if not in business, even should the claims that the advances of prices have been made necessary by causes beyond control be established. Selfish competition that seeks to undermine or to destroy competitors naturally results in either bankruptcy or combinations.

Selfish combinations to put up prices are at once resented. This resentment often extends to innocent corporations. These beneficial methods of uniting small sums of money for the building up and carrying forward of great enterprises, factories, transportation lines and banks, are condemned without discrimination. A bread knife is a very innocent and useful utensil in a home, that each member of the family and each guest may have proper and convenient portions of bread. Yet a bread knife may be and has been used as an implement of murder. Yet all use of the bread knife should not be condemned for this reason.

Corporations and co-operation in manufacturing and selling of goods have proved means most beneficial in employing idle capital, building up industries and commerce, furnishing employment and affording better markets, yet corporations may be abused and made the means of robbery. Those who use corporations for robbery, for selling stock without value or watered stock, are simply vulgar confidence men and thieves. Yet private individuals are able, through a show of wealth, to accomplish like robberies and oppressions. Co-operation and corporations, then, should not be condemned and their great benefits be destroyed, but their abuses, like all other abuses and wrongs, should be punished. So much by way of introduction. Now as to the so-called paper trusts and the reasons given for higher prices of paper. There are several of these organizations or combinations of manufacturers having the same agent.

The principal of those representing print papers are the

International Paper Company, composed of print and manila paper plants, between thirty and forty in number, in New York, Maine, New Hampshire and Vermont, and the Manufacturers' Paper Company, representing four large print paper plants of the West and a number in the East. The names of the plants represented in these organizations we are not able to give at the present writing, but hope to secure the same for our March issue. Nor have we the plan of their organization at hand, though we give those of two others.

Their representatives claim that the rise in the price of paper is owing wholly to natural causes. There has been a failure of water supply by reason of which many mills have been compelled to shut down. The lack of snow has prevented getting out timber from the forests. By reason of a combination of these two causes Canadian pulp mills, which now supply between fifty and sixty per cent of the wood pulp used in this country, have been unable to keep their contracts, and the supply from this source has been largely cut off. Hence a scarcity of paper has resulted and a paper famine is threatened, that, unless there is a change in conditions, must grow worse instead of getting any better.

On January 26th, a meeting of paper manufacturers was held in Chicago, which was claimed to be for the sole purpose of averting this paper famine as far as possible. Such a famine would hurt the producer, it is asserted, as much as it would the consumer. In an interview, published in the Chicago Inter Ocean on January 27, A. D. Schaeffer, of the Hartford City Paper Company, who presided over the meeting, is reported as saying:

"Not for twenty years has such a serious condition confronted the manufacturers of paper, and there is great danger that we may be forced to close our mills for lack of material.

VARIOUS CAUSES, THE PRINCIPAL ONE BEING THE LACK OF WOOD PULP.

"Various causes are responsible for this condition. The principal one is that wood pulp, from which the lower grades of paper is manufactured, is so hard to get that there is a constant scramble for material. Recent inquiry of the pulp mills at Sault Ste. Marie, the largest pulp mills in the world, develops the fact that there is not a pound for sale there, and other mills are as hard pressed. The rapid cutting of the forests of the Eastern and middle Western States and the stopping of the supply from Canada is largely responsible for the threatened famine. Added to the scarcity of timber is the recent mild weather, which has made it impossible to bring the pulp wood which has been cut to market. A large part of the season's cut of the forests of Wisconsin and Michigan, upon which the middle Western States depend for pulp wood, is now lying on the bare ground and can not be moved until snow comes. Another great danger comes in the possibility of a heavy fall of snow following this long dry season. A fall of eighteen inches of snow would cover up the pulp wood already cut so that it would be next to impossible to dig it out and float it down the river to the mills.

SCARCITY OF LABOR.

"A great scarcity of labor in the pineries has also made the movement of pulp wood to the mills slow. Companies cutting pulp wood have spent thousands of dollars importing men into the pineries to cut pulp wood only to lose them when they got there. Boys of 18 and 19 are being largely employed in the work.

"Canada has been the source of supply for many of the Eastern mills, but that source of supply has been cut off as

the cutting of timber on crown lands has been prohibited and the Province of Quebec makes the importer pay \$1.90 per cord duty, which makes the material too expensive. The only solution we can see is to adopt a new fiber as a substitute for wood fiber. That is the subject of discussion. We have one in view, but I do not care to talk of that now.

LACK OF WATER.

"Another difficulty which confronts Eastern manufacturers is a lack of water upon which they depend for power. That, too, is the result of the cutting away of the forests. The mills of the middle West are not embarrassed in this respect to the same extent as the Eastern mills.

"We have not come together to form any combination or to raise prices. The demand naturally governs prices. The sole object is to avert a famine if possible, for a famine would hurt the producer as much as the consumer."

J. C. Brockelbank, Vice-President and Western Manager of the Manufacturers' Paper Company of New York, with offices in the Rookery building, confirmed the statements made by William Schaeffer concerning the trade.

CONDITION IS SERIOUS.

"If present conditions in the pineries continue, there will be a serious shortage of pulp wood in the West until next fall," he said. "It has been simply impossible to get the spruce, from which wood pulp is made, to market. It grows in the swamps of the pineries, and the winter has been so open that it has been impossible to haul it to the rivers, down which it is floated to the mills, as wagons would sink to the hubs in mud and water. Only continued cold weather can relieve the condition.

"About 60 per cent of the pulp wood of the United States comes from Canada, but we can not get that until the opening of navigation, and, if like conditions prevail there, their supply will be short also. Canada has just placed an export duty of \$1.90 per cord on pulp wood, so, if we depend on Canada for our supply, the price of paper must rise proportionately."

AS AFFECTED BY THE TARIFF LAWS.

The export of paper from this country for eleven months ending November, 1898, amounted to \$5,143,055, and an estimate founded on reliable data put the exports for 1899 at \$6,776,000. It is claimed now that the export trade has been abandoned entirely. In view of this fact the question arises as to how the price of paper might be affected by the removal of the tariff on wood pulp and paper. The present tariff is as follows:

"Mechanically ground wood pulp, one-twelfth of one cent per pound, dry weight; bleached, one-fourth of one cent per pound, dry weight: Provided, that if any country or dependency shall impose an export duty on pulp wood exported to the United States, the amount of such export duty shall be added, as an additional duty, to the duties herein imposed upon wood pulp, when imported from such country or dependency. * * *

"Printing paper, unsized, sized or glued, suitable for books and newspapers, valued at not above two cents a pound, three-tenths of one cent a pound; valued above two cents and not above two and a half cents per pound, four-tenths of one cent per pound; and not above three cents per pound, five-tenths of one cent per pound; valued above three cents and not above four cents per pound, six-tenths of one cent per pound; valued above four cents and not above five cents per pound, eight-tenths of one cent per pound; valued above five cents per pound, fifteen per centum ad valorem: Provided, that if any country or dependency shall impose an export duty upon pulp wood exported to

the United States, there shall be imposed upon printing paper when imported from such country or dependency an additional duty of one-tenth of one cent per pound for each dollar of export duty per cord so imposed, and proportionately for fractions of a dollar of such export duty.

* * *

"Surface-coated papers not specially provided for in this act, two and one-half cents per pound, and fifteen per centum ad valorem; if printed, or wholly or partly covered with metal or its solutions or with gelatin or flock, three cents per pound and ten per centum ad valorem. * * *

"Paper envelopes, plain, twenty per centum ad valorem; if bordered, embossed, printed, tinted, or decorated, thirty-five per centum ad valorem.

FREE LIST.

"Paper stock, crude, of every description, including all grasses, fibers, rags (other than wool), waste, including jute

difficulty—through the discovery or utilizing of some other cheap fiber than that of wood. It certainly does not seem that, for the cheaper grades of paper at least, much relief would come through the removal of the existing tariff unless Canada could also be induced to remove the export duty on pulp wood.

OTHER COMBINES AND HOW FORMED.

The following, from the circular of a firm of brokers, offering for sale \$8,600,000 first mortgage five per cent sinking fund gold bonds of the American Writing Paper Company, shows something as to how some of these companies or trusts are manipulated, and the reasons given for their formation:

The American Writing Paper Company will own absolutely the following properties:

Beebe & Holbrook Paper Co., Chester Paper Co., Massa-



Four Conspicuous Memphis Buildings.

1—Equitable.

2—Odd Fellows.

3—Lyceum Theater.

4—Peabody Hotel.

waste, shavings, clippings, old paper, rope ends, waste rope and waste bagging, including old gunny cloth and old gunny bags, fit only to be converted into paper."

Some of the manufacturers claim that if present conditions continue, the only possible relief must come—as was suggested to the Kansas editors as one way out of the

soit Paper Co., Esleeck Paper Co., Hurlbut Paper Manufacturing Co., Hurlbut Stationery Co., Crocker Manufacturing Co., Oakland Paper Co., Springdale Paper Co., Parsons Paper Co. (except its Ledger Mill No. 2), Norman Paper Co., Platner & Porter Paper Manufacturing Co., Windsor Paper Co., Linden Paper Co., Nonotuck Paper Co., Harding

Paper Co., Holyoke Paper Co., Dickinson Paper Co., Riverside Paper Co., Shattuck & Babcock Co., Albion Paper Co., Syms & Dudley Paper Co., Geo. C. Gill Paper Co., Connecticut River Paper Co., Agawam Paper Co., Eaton, May & Robbins Paper Co., Geo. K. Baird Paper Co.

The returns show that for the year 1898 the above mills produced eighty-four per cent of the fine writing paper output of New England (the chief seat of the industry) and over seventy-six per cent of the entire output of the United States.

The new company will begin business with a cash capital of \$2,500,000, besides a full stock of merchandise, raw, wrought, and in process.

Most of these properties have been in operation for many years, and their trademarks and goodwill are established and very valuable.

The books of the companies have been examined for us by Messrs. Barrow, Wade, Guthrie & Co., chartered accountants, who report to us that the average net earnings, for the past ten years (which it must be remembered, include the hard years 1893, '94, '95 and '96), after charging all expenses, wear and tear of plants, and bad debts, and making a proper allowance for executive salaries, have been \$1,250,620.38, and that the aggregate earnings for the first half of the current year are at least equal to this average. The combination of these companies will naturally result in extensive advantages, improvements and economies, and our best advices from most competent men indicate that the net earnings of the new company will not be less than \$2,200,000 (and this without increased outputs), which is equivalent to interest and sinking-fund of the bonds, seven per cent dividend on the preferred, and three to four per cent on the common stock. These advices and the auditors' report may be seen at our offices.

The following quotation from a letter, recently received from one of the best known paper manufacturers in the Connecticut Valley, states more particularly the advantages of this combination.

"The fine writing paper business is peculiarly one which has suffered in the past, and is now suffering from extreme competition, and it is one wherein the benefits and advantages resulting from a business-like combination are apparent and certain.

"Each fine writing paper mill to-day must be fully equipped to supply the trade with a large variety of papers, thus requiring different processes, machines, and treatment. The equipment, arrangement, and operation of each mill is, therefore, very expensive and wasteful, both of money and of labor.

"Under separate managements each concern must have a complete corporate organization, and although it may, by reason of natural advantage, position, or otherwise, be peculiarly adapted to the manufacture of certain grades, it must, in order to run successfully on an independent basis, adapt its machinery and equipment to manufacture all the other grades.

"By a combination of any considerable number of the largest and best companies these evils will be overcome and great advantages ensue.

"The manufacture can be at once systematized; each mill can be run constantly on the product for which it is best adapted and equipped; orders can be distributed and placed so that each mill can work to the best advantage; all unnecessary duplication of machines can be avoided; equipment can be kept at a high degree of efficiency, and the demand for paper supplied on a sound business basis.

"The advantages and economies of single management substituted for twenty-seven different managements, of

course, are clear, and you doubtless appreciate this one great advantage that the present large fine writing paper mills already occupy the most valuable locations in the Connecticut Valley, where the peculiar soft water required for working rags can best be obtained."

The authorized capital and bonded debt of the American Writing Paper Co. is \$12,500,000 seven per cent cumulative preferred stock, having preference both as to assets and dividends; \$12,500,000 common stock, of which \$3,000,000 will remain in the treasury of the company; \$17,000,000 first mortgage five per cent sinking fund gold bonds, due 1919, interest payable January 1 and July 1.

Of the \$17,000,000 bonds, \$8,400,000 have been taken by the manufacturers and private investors. The remaining \$8,600,000 are now offered for subscription at par and interest. All the stocks issued not used to cover the expenses and commissions of promotion have been taken by the manufacturers and private investors.

Application to list these bonds will be made to the New York and Boston Stock Exchanges.

Subscription books will be opened on Monday, July 17th, at 10 o'clock a. m., and will be closed on or before Tuesday, July 18th, at 3 p. m.

The right is reserved to reject or reduce the amount of any subscriptions.

Along the same line, the scheme for the formation of the Flat Paper Trust will tell its own story and furnish food for thought until this subject can be resumed in the March issue.

The general idea under which it is proposed to organize the flat paper mills into one central concern or trust is about as follows:

All mills shall be appraised on the same valuation basis, which in the final organization would place them all on a parity, so far as value to the central organization is concerned. The basis of valuation is about as follows:

A Board of Appraisers would first pass on what it would cost to install a plant like the one under consideration; after this had been determined, it would refer to the books of the company, and if the plant showed an earning power of four per cent on its appraised valuation, that valuation would stand; should the books not show that they had been able to earn four per cent, the appraised valuation would be scaled accordingly. On the other hand, should the books show that they had earned more than four per cent, the value of the plant would be increased in a certain ratio, this increase to cover the value of the good-will as proven by the book-showing for earnings, etc.

Just exactly what basis of per cent, outside of the four per cent basis for determining the first cost, is used, we are not advised, but it would undoubtedly be on about a six or seven per cent ratio, for the plant which was particularly called to our attention was one that would cost to build about \$150,000, which showed an earning power of twelve per cent, and the valuation or appraisement put upon it by the promoters was \$250,000, \$100,000 consequently representing the bonus or good-will feature. It is barely possible that in this case some prejudice against the property existed by reason of the fact that they are compelled to pay six per cent on \$1,000.00. The general scheme is as outlined above.

There are forty-four leading paper mills, not including those of unusual and well-known reputation, like Brown's, Weston's, Crane's, etc. These forty-four different mills, it is estimated, would cost to acquire from \$30,000,000 to \$40,000,000, everything connected with them to be bought and owned in fee simple by the new organization; after acquiring the various properties, their general modus oper-

andi would be to simply confine each particular mill upon the class of product that it is best calculated to turn out. As many of the plants are already quite heavily bonded, it would, of course, be necessary that the new organization carry a bonded debt, and, as I understand it, it expects so to do.

(To be continued.)

THE MAINE PRESS ASSOCIATION.

The editors of Maine held their thirty-seventh annual convention in the beautiful City of Bangor, where they were most cordially welcomed by the press and the people. In the thirty-seven years of its existence this Association has numbered among its members many men of national as well as of State reputation, among whom may be named Hon. James G. Blaine, Nelson Dingley, Hiram K. Morrell, and Alden Sprague. The object of the Association is succinctly stated in the preamble of its Constitution, as follows:

"Whereas, The press is an important element in the forces now educating the people and shaping the destinies of the world: We, its representatives in the State of Maine,



Waterworks and Dam, Bangor.

Famous salmon pool in foreground.

with a view of the responsibility devolved and for the purposes of self-protection, mutual improvement, and the elevation of the press to a plane of higher morality and usefulness, agree to form ourselves into a union, to be governed by the following Constitution."

The Bangor Daily Commercial, in its well-worded editorial welcome to the editors, said of its accomplishments:

"From a business point of view the union of the newspaper publishers and job printers of the State has been of large benefit in the control of prices on job work as well as on rates of advertising and on position based on circulation. Generally the rates have been adhered to, and the advantages of the Association shared by all its members.

"In the matter of literary effort and the pleasures of intellectual enjoyment the Association has taken good rank with the other educational and literary organizations of the State."

The President, John M. S. Hunter, in his annual address spoke of the causes found for thankfulness, and paid a worthy tribute to the heroic, noble and unselfish efforts of Chester W. Robbins, through whose "bravery and good judgment the lives of many were spared to their families. He was ready to take his life in his hands in order to save the lives of his friends. What greater or more noble act than this can be mentioned?"

President Hunter recommended the appointment of a committee to secure and present to Mr. Robbins a fitting

testimonial of the Association's appreciation of his successful efforts in saving lives.

He spoke of the advances and improvements that have been made during the century. The hand-press, with its



Theological Seminary, Bangor.

two hundred and fifty impressions per hour, has given place to the perfected press with about fifty thousand impressions in the same time. The time-honored compositor steps aside and in his stead is the type-setting machine, which handles as much copy in one hour as the most rapid compositor handled in ten hours. The passing of the compositor we note with regret. Shall we in the coming years witness the passing of the editorial department and the brains of the sanctum?

LOOKING BACKWARD.

Looking backward over the century now closing, mark the wonderful change for the better in the social and business standing of our mothers, wives and sweethearts. Imagine, if you can, their status when the courts restricted the thickness of the stick with which the husband whipped his wife to the size of his thumb. If a married woman worked for wages, only her husband could legally collect them—she could not. In 1803 a man sold his wife the same as he now sells a cow or a horse. One sale is reported in the Suffolk (England) market, and the price paid was one guinea. In 1808, in Knaresborough, England, a man sold



City Building and Tower, Bangor.

Corner of Hammond and Main Streets.

his wife for a sixpence and a quid of tobacco. In 1811 women were frequently dipped in a river as punishment for scolding. In 1817 it was lawful for a husband to will

his children to some other guardian besides his wife. Until 1822, in cultured Boston, girls were allowed to attend the public schools only during the summer months, when there were not boys enough to fill them; and in 1826, when a high school for girls was started in that city, a storm of opposition was aroused which continued two years, or until the school was abolished. Mark well the present status of the once-termed "weaker sex." She is competing for supremacy in the various trades and professions, and in many instances is a winner.

"What would you suggest to advance the interests of this department?" was a heading recently noticed in a Topeka (Kan.) newspaper. Can we not get points from this to ask each other, "Can you not do something to better the Maine Press Association?" Chances for improvement are certainly plenty in the methods of business of our members, are they not?

It is useless for us to expatiate upon the great variety of improvements which have appeared in the nineteenth century. They are known to all men. As we stand upon the threshold of a new century we can only ask, "What is in store for us? What new thing is it possible for the scientist to introduce into the fields of industry, art, etc.?" Let us enter the new year and the new century with a determination to "act well our part" in the great drama of life; and let us strive to do all which lies in our power to build up on a firmer and most steadfast foundation the association which ought to unite us as brothers.

"The moving finger writes, and having writ,
Moves on; nor all our pity nor wit
Shall lure it back to cancel half a line;
Nor all our tears wash out a word of it."

President Hunter's recommendation as to Mr. Robbins was unanimously adopted. The following officers were elected: President, Chester W. Robbins, Old Town; First Vice-President, Charles A. Pillsbury, Belfast; Second Vice-President, J. H. Ogier, Camden; Third Vice-President, L. P. Evans, Dover; Secretary, J. P. Wood, Portland; Treasurer, P. O. Vickery, Augusta; Corresponding Secretary, S. L. Boardman, Bangor.

As delegates to National Editorial Association in New Orleans, General J. P. Cilley of Rockland, C. W. Robbins of Old Town, and Howard Owen of Augusta, were chosen to represent the organization, together with a fourth to be selected by John M. S. Hunter of Farmington, the Maine Executive Committeeman.

A question-box, short discussions, brief talks on live topics, reports of committees, adoption of resolutions and of a handsome testimonial to Brother Robbins for saving the lives of members at the Chester Ferry accident, and the listening to an excellent essay and a poem of high merit, served to fill in the sessions of a most delightful and profitable convention. President Hunter was thanked in a handsome manner for the able manner in which he had presided over and conducted the affairs of the convention. Receptions were attended, the beauties of the "Queen City" of Maine were viewed and the State University was visited. The social features enjoyed added much to the occasion.

USE THE BLUE PENCIL FREELY.

More than 947 exchanges had news articles last week starting off with that old, weather-beaten, sing-song, stereotyped, antiquated, tiresome phrase "Election passed off quietly." For heaven's sake, publishers, why don't you blue-pencil it? It has done service for nigh onto a thousand years and deserves a rest. As a matter of fact aren't 499 elections out of 500 "quiet" in the sense of being orderly?—Franklinville (N. Y.) Journal.

THE CITY DESK.

By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.



It may not be advisable to be over-much concerned about the exact meaning of words in these days of freedom in the use of English, but to one who remembers its derivation it is just a little distressing to see "audience" employed in connection with an assembly of people who may not be using their ears at all. The New York Tribune says that, "The football game drew an audience of 6,000 persons." Some time ago the New York Sun spoke of an "audience" at a ball game. Now, you go to these contests to see and not to hear. In fact, they are often enjoyed by deaf mutes. The Century dictionary defines audience as "an assembly of hearers." Webster gives the same definition. It is time for some of us to mend our ways, or for the dictionary-makers to add something to the definition of "audience."

* *

Here is a recent experience that carries its own moral: A clergyman telephoned in the facts about a funeral, and in order to amplify the account the reporter volunteered the information that "The floral offerings were beautiful." The clergyman dropped in on the following day and said: "The funeral notice was satisfactory, but I think you ought to know that there was not a flower in the house. I have officiated at funerals for twenty years in all kinds of places, from palaces to hovels, and this was the first time in my experience that no flowers were to be seen."

It is remarkable that this should be true of the very funeral that the reporter went out of his way to embellish with floral offerings, but such is the way of the local room. When a reporter assumes that the usual thing has taken place, that is just the time for fate to will a change in the program.

* *

"What is the pay of a reporter on a city daily?"

Reporters are poorly paid in every part of the United States. The hardest work is done on the small dailies in cities with from ten to twenty thousand people. Here one or two men must do all of the local work, and it is a good reporter who receives more than ten or twelve dollars a week. On the prosperous papers in cities of more than thirty thousand and less than one hundred thousand people, there are many fairly comfortable places where good reporters earn from fifteen to twenty-five dollars a week. In the large cities the "stars" earn from twenty-five to seventy-five dollars a week; but these men are few in number when compared with all of the reporters employed. Of late years it has become the custom to employ beginners at barely enough money to pay for board and lodging. This class of novitiates is large, and it requires considerable ability to graduate into the higher positions. Trained reporters who go to the cities to "make a mark in journalism" often return to their home towns and their old places on little papers. They prefer a regular place at a very few dollars a week to the hardship and struggle connected with existence on a metropolitan daily.

A young man who has fully made up his mind to seek employment as a reporter on the daily press is earnestly warned against going to the very large cities. In a small

city he can make himself known, may become a part of the life of the community, and may aspire to ownership in the paper. He must work hard at small pay, but there are compensations that cannot be found in a "larger field."

* *

"Do you recommend the use of comment in local items?"

Not unless the owner of the paper believes that the news should be written in that way. The best practice requires the complete separation of editorial matter from the news and miscellany. But note this: The salaried reporter who succeeds is the one who finds what is wanted by his paper and follows that style loyally. This does not mean that

of Philadelphia, the leading paper of the Protestant Episcopal Church in America:

In narrative, the article ought always to precede the word "Reverend," even in the abbreviated form "Rev." "The Rev. Dr. Smith spoke."

It is quite legitimate to say "the Rev. Mr." The Christian name is used, of course, when it is necessary to distinguish persons of the same surname. It is perhaps proper, even on other occasions, to use the Christian name once; afterwards "Mr." Just as in conversing with a person of title you would say "My Lord" or "Your Grace" just once, if it were only to show that you knew how to address him;



Interior of a Cotton Shed, Memphis.

he must abandon his principles or desert his ideals. The average editor wants the best possible work done, and will rejoice in the possession of an assistant with the disposition and the ability to be clean and scientific. If by any chance he wants sloppy or yellow local writing, it is his privilege to order, and it is the duty of the reporter, to follow instructions or resign. Belief in the inferior wisdom of the "old man" has brought almost as many promising reporters to grief as bad habits and bribes.

* *

Every editor and reporter who wishes to do accurate work will be especially particular in the use of titles. A request for information under this head brings the following from Dr. John Fulton, editor of the Church Standard,

but after that you would drop it. Only a footman would keep on repeating it in every sentence.

In lists of names, if very formal, you say, "the Rev." Otherwise "Rev." is sufficient.

"Rev. Jones," or even "the Rev. Jones" is a pretty bad vulgarism, and ought to be found nowhere outside of a yellow—a very yellow—newspaper.

THE PRINCIPLE OF ADVERTISING.

Advertising is the presentation of anything by any medium of connection. It travels by paper and press, by word of mouth, by paint and brush, by wire, and by everything that will hold or transmit words, sound, or characters.—Fowler's Publicity.

THE CHICAGO PRESS CLUB—SOMETHING ABOUT REPORTING.

The following are the new officers of the Chicago Press Club:

President—John E. Wright.

First Vice-President—A. B. Yount.

Second Vice-President—I. J. Bryan.

Third Vice-President—J. R. Yount.

Financial Secretary—J. B. Waldo.

Treasurer—E. J. Baker.

Recording Secretary—Elton Lower.

Librarian—John T. Bramhall.

Directors—George S. Wood, Paul D. Howse, George Horton, George F. Butler, E. R. Kimball.

President Wright said the club was in a prosperous condition.

The installation was held on January 14, when a number of new members were admitted. The new President declared it to be his hope to make the organization more than ever social and to add many active newspaper workers.

Why not also make it more educational through a discussion of methods of newspaper reporting, writing and editing?

This could be also accomplished through papers, addresses and lectures by those eminent in the calling. The broad fields covered by reporters and newspaper writers suggest the consideration of social and political questions as well as newspaper obligations and ethics. A reporter never can know too much. While copy passed in by reporters is always subject to the blue pencil, it does not follow that there is nothing to be learned or that it is not necessary to be just as well informed as possible on all subjects, touching all matters to be treated of or reported in newspapers. The law of libel as related to newspapers is something that every reporter should understand. We are of those who believe that reporting is to-day the most important department of a paper, requiring all possible knowledge.

The age of Bohemianism has passed, as has the tramp printer. Newspaper men to be truly successful must be up in all practical affairs, and in touch with all social, financial and industrial institutions, questions and conditions. There is a constant complaint that reports are inaccurate and often amount to almost a burlesque of the subjects treated. A short time since a gentleman connected with a governmental experiment station related to us some of the blunders coming under his notice, in connection with a report of a convention of sugar planters and manufacturers. He stated, at the same time, that the only way to get a report that at all covered the discussions at many similar meetings was to write out the report himself—do the work for which the reporter is employed, and let the reporter act as a mere messenger boy, to carry the copy to the paper. This may be an exaggeration and we know that men in all kinds of public meetings are often under many obligations to reporters for overlooking or correcting blunders that they have themselves made, through haste and careless statement, or even through blundering ignorance. Yet this only proves the necessity of reporters being well informed on all manners of subjects.

The best way to acquire knowledge is through comparing of notes, mutual criticisms, putting knowledge and theories to the test. There could be a great deal of pleasure as well as knowledge obtained in the ways indicated.

The reading and comparing reports of leading events in the best papers and following with a free expression of opinion with regard to the same, could be made instructive

and entertaining. There is a right and a wrong way of telling a news story, and sometimes a hint given or received would correct a fault that had grown or might grow into a bad habit in writing. Ben Franklin was a jolly clubman and a model newspaper man. No one of that age knew, and a very few since have known, how to tell a news story better than he, using as he did the clearest and best English, captivating the attention and holding it to the end. His clubs always had the objects of improvement and public good in view. Songs were sung and stories told, but the affairs of the calling, the mutual improvement of the members, the advancement of science, literature and the arts, of good government, city improvements, and general intelligence, were ever placed first in the aims of the Junto, Leather Apron Club and all other social, literary and scientific organizations with which he was connected. Modern reporters and newspaper men can well learn from their great prototype.

The library is one of the most successful and commendable features of the Chicago Press Club under the management of the present successful Librarian.

In his last annual report Mr. Bramhall announced among the recent acquisitions the gift of a library of standard works from Colonel J. H. Kellogg, numbering some 350 volumes. Other contributors to the library were H. O. Shepard, R. H. Donnelley, Rand, McNally & Co., Charles H. Sergel, Charles Scribner's Sons, Belford, Middlebrook & Co., Fleming H. Revel Company, Allen R. Foote and Hon. Theodore Roosevelt. Senators Cullom and Mason and Representative Lorimer have sent valuable public documents on the Spanish war, Alaska, etc. Silver plates bearing the names of prominent donors to the library have been placed on the shelves.

*CASH IN ADVANCE.

By A. J. LANGER, publisher West Point (Neb.) Republican.

A newspaper is purely a business institution, but what shrewd business man, in another line, would put out all of his commodity, deal out his merchandise to every one who called, whether or not he lived in the same town, county or State, and trust to the honesty of his patrons for his remuneration? I dare say, few merchants would be long engaged in business were they to pursue such a liberal policy of credit as is extended by the average newspaper publisher. Then, if the extension of unlimited credit be not wise nor business-like, why is it that the rule remains? The conclusion to be drawn is, that the average publisher, ordinarily shrewd and intelligent, is a poor business man.

The publication of the paper is the most expensive element of a country newspaper business, and, as a rule, is the least remunerative. The cause for this is the unlimited credit extended on subscriptions. The credit plan is neither wise nor just, because it makes the subscribers who are prompt in payment make up for the loss sustained through those who never pay. The losses on the pay-as-you-please plan vary from fifteen to forty per cent, according to the watchfulness of the publisher, and this loss, to a \$1-paper, the price of most of the Nebraska journals, is truly enormous. The writer contends that herein is a leakage of much larger proportions than is generally believed to exist by the average publisher, because few keep accurate track of the profits and losses in the various departments. It is the main reason why so many country publishers are not more successful.

As to the adoption of the "Cash in Advance" plan, I wish to state that no paper is too old to take up this

*Read before the Nebraska Press Association, January 23, 1900.

modern method. The idea prevails that the paper, long run on the pay-as-you-please plan, has so habituated its readers to pay their subscriptions at their own pleasure that the plan of "no pay, no paper" would be, virtually, suicidal. This is a mistaken notion, and here the experience of the writer upon this point may prove interesting.

The West Point Republican was started in 1870, and for over twenty-five years was conducted on the pay-as-you-please plan. Over four years ago, which period was one of great financial stringency, the writer, in analyzing his publishing business, made the startling discovery that less than sixty per cent of his subscribers were paying their dues. This proportion was but a trifle better in each of the two previous years. Realizing that good business policy dictated that it would be inexpedient to continue this method longer, the plan of "no pay, no paper" was decided upon, but not without some misgivings. The matter was discussed with some of our best local business men, as well as with a few of our leading Nebraska newspaper men, all of whom pronounced such policy suicidal, particularly in face of the fact that three other papers were published in West Point at that time, and seven others in Cuming County, and all of those on the old-time plan. Despite the discouragements of the ablest business men and brethren of the craft, I determined to undertake the new plan, even though I would have to run with a handful of subscribers. I immediately added a new Cranston cylinder press, a new dress for the paper, enlarged from a five to a six-column quarto, added an extra hand, and started to print the best paper in our section. It was boldly announced during the four issues of December, 1896, that, commencing January 1, 1897, the subscription price of the paper would be cut down from \$1.50 per year to \$1, absolutely cash in advance, and that no subscriber need expect to be continued unless arrearages were paid up and one year paid in advance. The notice was placed conspicuously and worded in such manner as to carry conviction that we meant business. I will confess that December, 1896, contained days of much anxiety to me, but the die was cast and there was no receding. There was ever present a strong determination to make the new plan a success, and, being fortified to run the paper, at a loss, for at least two years, instilled an element of confidence which was somewhat consoling under the circumstances. The eventful day—January 1, 1897—arrived, and the foreman was instructed to take off the mailer every subscriber who had not paid in advance, and to "hew to the line, and let the chips fall where they may." The paid-in-advance subscribers were counted, and there were just 300 left on the list. This was just thrice the number we had figured on, and we instantly saw the plan was going to be a great success. At least 150 old subscribers returned during January, and a few new ones were added. About this time the publisher had more money than he ever had before in his life. About \$1,200 in old subscription accounts had been collected and over 400 subscribers had paid one year in advance. This condition imparted a degree of enthusiasm which found expression in the improved condition of the paper. From that day to this the plan of "no pay, no paper," has been rigidly adhered to, and be he banker, farmer or laborer, his name is promptly taken off the subscription list when the time paid for has expired. The success of the plan is demonstrated by the fact that no other paper in our county has one-half the number of subscribers contained in our list.

About three weeks before the expiration of subscriptions the man in charge sends the subscriber a circular, calling his attention to the approaching expiration of his subscription. At the expiration of that time a final notice

is sent him, calling attention to the invariable rule of cash-in-advance, thinking that through oversight he neglected to renew.

We never wait for reply to the last notice, but take off his name exactly when the time has expired. The last notice, however, leaves a pleasant impression. Both circulars are couched in a pleasing, but business-like vein. Thus every effort is made to keep subscribers on the list.

The advance plan has done as much to popularize the Republican as its newsmanship. The idea that, unless all of the other local papers join in adopting the advance subscription plan, it can not be made to succeed, is a mistaken one.



Myrtle.

"What is the little one thinking about?
Very wonderful things, no doubt."

In fact the reverse has been true in the case of the Republican, as by its distinction, in this respect, it has gained in popularity, respect, and much advertising. The deadheads are all left to our contemporaries, who run on the pay-as-you-please plan, and the more they have of that element the worse off they are; while, on the other hand, the cash-in-advance paper has absolutely no loss, and has the use of the entire subscription receipts for one whole year "before the goods are delivered." It has been figured out by some of the ablest members of the National Editorial Association that a country paper can not be successfully published for \$1 per year on the pay-as-you-please plan, unless the circulation exceeds the 1,500 mark, particularly with prevailing prices on print paper, and the truth of this statement cannot be successfully questioned.

The advance plan stimulates a wholesome respect for the publication not instilled by the credit system. The

bad impression left upon an old subscriber, who has just paid five years of back subscription, is done away with. The numerous inconveniences of not possessing the subscription money, which is scattered to the four points of the compass, should alone be sufficient inducement to the country publisher to adopt the only sensible and business-like advance plan. What deters many of our leading publishers from adopting this plan is the fear of the result of depleting their list. They should take a little nerve tonic. Most every publisher would be better off were his list weeded out, and the advance plan does it to a nicety. It compels the publisher to print a newsy paper, and then, instead of an occasional subscriber calling to pay several years of back subscription, and grumbling at the amount, there would be a procession of gratified patrons pouring in to pay their small dues. The improved paper always brings in additional subscribers.

The writer contends that the advance plan tends to elevate the profession. Fears for the success of the plan are more fancied than real. The writer knows by his own experience that one's constituency soon becomes educated up to the idea of paying in advance for the subscriptions. Why is it that when a patron of a bank, desiring to make a loan, expects to pay his interest in advance? It is because he has been educated up to that rule. Likewise, a man does not expect to do business with a bank after 4 o'clock. It is all a matter of education. The readers of the paper of which the writer is publisher have been educated to this advance plan, and, the paper being exceedingly newsy, they want it, and it is as natural for them to call when their subscription has expired as it is for them to call at a bank before 4 o'clock, if they expect to do business there.

To make the plan a success the publisher must be endowed with perseverance, and, first of all, must publish an exceedingly newsy paper, so that people will feel that they can not be without it. In commending the plan the writer speaks from over four years' experience. It has been a marked success in his case, where strong opposition on the credit plan exists. The Republican is forced to be a better paper than any of its contemporaries and is published at a lower price than it possibly could be on the credit plan.

Our price is \$1 per year, and on the credit plan such a paper as the Republican would be printed at a slight loss. The Republican is probably the only country paper in Nebraska that adheres rigidly to the absolute cash-in-advance plan. What the writer has done can be repeated by any publisher present. Some of the obstacles in existence at the time of the adoption of the plan, such as scarcity of money during the panic, etc., etc., do not now exist, and despite strong old-plan rivals in the community the plan can be made to succeed.

Our experience with the "cash-in-advance" plan, strictly adhered to and enforced to the letter, can be briefly summed up as follows, viz:

We increased the size of the paper, doubled the mechanical equipment of the office, added to the news and other features of the paper and to the office force, cut down the subscription price to \$1 per year, and the result has been that since 1896 we have almost trebled our list of actual paying subscribers.

A DELIGHTFUL STORY BOOK.

"Scraps" is a neat little booklet by Judge Lewis B. Francis, of Denver, Colo. It is made up of a number of delightful and restful storyettes. We acknowledge the receipt of a signed copy, which is highly prized.

GOODSON TYPE CASTING AND SETTING MACHINE.

[CONTRIBUTED.]

We are sure that the trade will be interested to learn of the rapid progress which is being made in the work of manufacturing of the Goodson Type Casting and Setting Machine. We learn that the working model to which the machines for the market are now being built has proved under test a most eminent success. With this machine, although the original model exhibited in the New York office seemed to be about as simple as could be, we understand that the conveniences and simplifications of the mechanism for changing of body size of type, length of line, face, etc., have been simplified and materially lessened in the number of its parts.

In addition to these simplifications we learn that some very material improvements have been made in the machine, making its application to the general field of printing even more perfect.

Two of these improvements seem to be of such great value and so entirely original with this machine that they are well worthy of individual mention. The first is a means by which any line or portion of a line of composition at the key-board machine may be cancelled at will by the operator, thus allowing him where an error is made at the key-board to re-write the line or lines containing the error without breaking or destroying his tape or typewritten copy. The other which will appeal very strongly to certain classes of the trade, especially those doing tabular and



KEY-BOARD MACHINE.

general catalogue work, is a means by which any number of justifications may be made within a given measure, avoiding the great expense of setting tabular matter in single columns on galley and then making up by hand, which involves both skillful and careful work and even more careful and accurate proofreading to see that the names, sentences or figures are on the proper lines with each other. You have simply to write your matter in columns on the typewriter as you desire it to appear, always touching the justification key indicated at the end of each line, in each column, and the result from the casting and setting machine will be like that shown on your typewritten sheet,

requiring only that the brass rules be dropped in their place and avoiding the possibility of any of the lines being improperly placed opposite to each other and also the great expense of makeup.

For the benefit of those who are not familiar with this machine we will give here a brief description which will



CASTING AND SETTING MACHINE.

serve to convey a general idea of its mechanical construction and method of composition.

It is composed of two parts: First, the Key-board Machine, and second, the Type Casting and Setting Machine.

The Key-board machine is about the size of a small single desk and contains an ordinary standard typewriter, a Perforator and a Justification Indicator. The typewriter is operated as in ordinary commercial use and requires no greater skill or knowledge.

Each key as depressed forms an electrical connection with the Perforator, which perforates, in a narrow strip of paper, combinations of holes in such variety that when this perforated ribbon is put in place in the Casting Machine, where it is automatically fed under a series of electric contact points, electric connection is formed through the perforations, causing to be cast and assembled in justified lines, in the order as indicated at the Key-board, the particular characters as were indicated upon the typewriter in making the perforations.

The Justification Indicator, which operates entirely automatically and simultaneously with the perforator by means of a similar electric connection, shows the operator just where his composition stands in the line and indicates at the end of each line or justification the key upon the typewriter which will properly justify the line. No mental operation or figuring is required of the operator, the Justification Indicator showing but the one figure indicating the key upon the typewriter which will cause the proper justification to be made.

By the use of a standard typewriter for the key-board it will readily be seen the enormous advantage which is given to the operator in that he can at will refer to his work in course of composition, thereby avoiding many errors and the great amount of time ordinarily consumed in finding his place. In addition to this, the typewritten sheet may be used as the first proof and afterwards stored with

the perforated ribbon for reprint work; in which case with the reprint not only is the work of the key-board saved, but the work of the proofreader in reading the first proof.

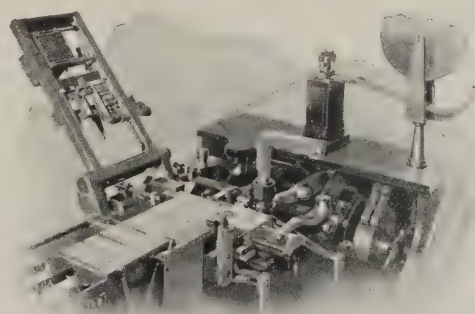
The work at the key-board having no reference whatever to the face of type or size, a ribbon once perforated may be used for any size or face of type and as often as desired, an ordinary ribbon being capable of certainly not less than from 50 to 100 reproductions in the form of justified lines of type on galley.

The Casting and Setting Machine, which is but little larger than a sewing machine, is wonderfully simple in its mechanical operation and construction, it having a great many less parts and simpler mechanisms than any other type-casting or composing machine yet introduced to the trade. The accompanying illustration, which is an actual reproduction from a photograph taken looking down upon the machine, shows practically all of the working parts connected with the machine. The ingenious use which has been made of electricity for the starting and limiting of its mechanical operation has made this great reduction in parts possible and has at the same time greatly simplified its operation and lengthened its wearing qualities.

Probably the most convincing thing which can be said for the simplicity of the machine is the fact that the present operator in charge of the exhibit machine, Mr. Lee Conwell, formerly of Washington, who had no mechanical knowledge or experience other than that picked up through his work in the printing trade, after being with the company for less than three weeks, was put in charge of the exhibit machine; the behavior of which need hardly be explained as being of vital importance to the company.

The change from one face of type to another is made by the mere substitution of a different "Font Matrix," which is in the form of a small frame about two and a quarter inches square and is readily replaced by the simple depression of a spring latch.

The change of body size is affected by the change of the plunger, which could not possibly take more than a min-



VIEW LOOKING DOWN WITH MATRIX CARRIAGE THROWN BACK.

ute; and the length of line is controlled at the key-board and consists simply of the setting of a hand upon the indicator, as simple as the setting of a clock.

The product of the machine is in the form of individual type, the face of which is fully equal in all respects to the ordinary foundry type. These individual characters are mechanically assembled and pushed forward in justified lines upon a galley similar to the ordinary double-column galley; from which the operator can readily slide the matter on to his galley.

The justification we may say is ideal, in that it is accomplished with ordinary foundry spaces, being only six in number. This permits of the distributing and resetting

by hand with equal facility to foundry type. In this fact one other great advantage is offered with this machine, that of being able at all times to carry sufficient type on hand to take care of the extra rush of work which usually comes to all printers for a short period in every year, but which does not justify, under ordinary conditions, his carrying sufficient number of machines or type to handle the same. By simply melting work which has been used on long runs and distributing that coming from short runs an unlimited amount of type may be kept on hand without any cost of casting.

NATIONAL EDITORIAL ASSOCIATION.

Editorial in New Orleans Times-Democrat, January 28, 1900.

The National Editorial Association will hold its fifteenth anniversary meeting at New Orleans, the place of its birth, next month. The Association was organized in this city in 1885, during the Cotton Centennial. There were press and editorial associations in most of the States at the time, but no interstate one, covering all the points of the Union, until the National Editorial Association sprang into life in 1885.

The organization thus founded in 1885 has grown steadily in size and influence until it now covers the whole country and includes editors from every State in the Union. Perhaps the most interesting feature of the Association is its annual conferences, which have been held in nearly every important city in America. These conventions have not only strengthened the Association, but they have broadened the minds of the editors, eradicating all provincialism and sectionalism and making them better acquainted with the country as a whole.

At Boston, at St. Paul, San Francisco, and wherever the Association has met, it has been welcomed and most hospitably entertained, and its members have been given a chance to see the resources and possibilities of the section they visited. Two years ago New Orleans was a candidate for the next place of meeting of the Association, but the honor went to Portland, Ore., where in spite of the fact that it was on the other side of the continent and many thousands of miles away from where a great majority of the editors lived, there was a splendid attendance and one of the most successful meetings ever held. The Oregon people are not yet done talking of the success of that gathering, which did the Pacific coast so much good; and they show they appreciate it, for the Oregon Press Association has decided to send a large delegation to the New Orleans meeting, to still farther advertise the merits and advantages of the Pacific coast. And the Colorado Editorial Association has also announced its purpose of attending in a body, to bring up before the Association the question of the increased price of paper and see if some relief can not be secured through it.

The Association opens in New Orleans March 1, two days after Mardi Gras; but as the editors are desirous of seeing our carnival, which most of them have never seen, they will reach here February 26, and devote three or four days to seeing the sights and attractions of New Orleans before getting down to business. The members of the Association will assemble in St. Louis a day or so beforehand, hold a preliminary session there, and come down in a body on a special train to New Orleans. They will be welcomed and entertained at Jackson and Vicksburg, Miss., where most interesting programmes have been arranged for their benefit.

The entertainment of the visitors in New Orleans will not begin until after the carnival, because of the great rush

and excitement incident to our holiday. It is desired to make the entertainment such that the editors will appreciate the hospitalities of New Orleans, see the beauties and attractions of the city, and lay them before their readers.

As we have said, these visits to the several cities where the Editorial Association has held its sessions have not only been beneficial to the editors themselves, by letting them see all parts of the country, but to the cities visited as well. Portland was more than delighted by the session held there last year, and claims that it and Oregon were benefited thousands of dollars. No city can hope for more beneficial results than New Orleans. We have suffered for some years past from slander and abuse, and if we can through the press of the country correct the unfavorable impressions that have been created in regard to New Orleans by showing how greatly the city has improved of late, and how much it has done in the way of paving, draining and other public improvements to make it one of the healthiest and most comfortable cities in the world, it will mean millions to New Orleans. There will be no better opportunity ever offered us to do it than the present, for we will not have here so many editors, and will not be able—for many years at least to come—to speak to so many people on this subject.

The visiting editors have been received in the most hospitable manner in all the other cities they have visited. They must be given a similar reception here. This will include a trip on the Mississippi, so that they can see the river front; trolley rides up and down town, a reception and other entertainments. A committee consisting of members of the various commercial exchanges and other bodies, and of which Mr. George H. Smith of the New Orleans and Northeastern Railroad is chairman, has been engaged for some time past arranging for the reception and entertainment of the visiting editors and collecting the necessary funds. The Times-Democrat gladly contributes \$100 to this cause, convinced that it will prove of great benefit to this city, and it hopes that the fund collected will be sufficient to give the visitors the same warm and pleasant reception that they have received in other cities where they have held their sessions.

Invitations have been extended to the visitors by a number of towns in Mississippi—Jackson, Vicksburg and Hattiesburg, for instance—and from New Orleans as their headquarters they will probably make excursions into the surrounding country, but it is to New Orleans that they are coming from all portions of the country to see the city, the metropolis of the South; and we want to put it before them in the most favorable light possible.

(From Proceedings of Board of Mayor and Aldermen, Vicksburg Post, January 9, 1900.)

A communication signed by Messrs. C. E. Wright, E. C. Carroll, J. I. Lengsfeld and J. G. Cashman, editors and managers of the local newspapers, was presented to the board by Alderman Kelly. The communication is printed in full in another column.

Alderman Kelly moved that a committee of three, the Mayor to be included, be appointed. Messrs. Kelly, Caughlin and Mayor Trowbridge compose the committee, which is a guarantee that the newspaper men and their wives will be nicely entertained while in our city.

(From the Vicksburg Evening Dispatch, January 5, 1900.)

B. B. Herbert, editor of the National Printer-Journalist and father of the National Editorial Association, is in the city to write us up in advance of the visit of the Association to this city, February 25, en route to New Orleans

THE NEBRASKA EDITORS.

The Nebraska Association held its twenty-eighth annual convention in Lincoln, and for the ability displayed and the broad and practical grasp of subjects considered, it must, admittedly, be placed first among the splendid meetings held by this model organization. The officers elected for the ensuing year were:

President—D. H. Cronin, of the O'Neill Frontier.

First District Vice-President—W. M. Hassler, of the Pawnee Press.

Second District—D. C. VanDusen, of the Blair Courier.

Third District—J. B. Donovan, Madison Star.

Fourth District—Lew Frazier, Fairmont.

Fifth District—Judge Abbott, of the Hayes Center Republican.

Sixth District—F. P. Morgan, of the Chappell Register.

Secretary-Treasurer—F. N. Merwin, of the Nebraska Editor.

Corresponding Secretary—U. E. Foster, of the Plainview News.

The delegates from the State to the National Editorial Association are given elsewhere in this issue.

The spirit that prevailed throughout all the sessions is well typified by the splendid resolution adopted, as follows, at the afternoon session of the second day of the convention:

"Resolved, That it should be the aspiration and duty of every newspaper publisher, editor and newspaper worker in this association to pursue his calling with the dominating idea and inspiration of establishing the fraternity on that plane where it may justly and without question be accorded and maintain an honored place in the ranks of the professions—so that it may become, in fact as well as by courtesy, 'the fourth estate;' that it should be the pleasant duty of the newspaper man to show at all times the spirit of professional courtesy and concord one toward another, and to maintain for himself such an attitude of professional dignity toward the entire public that his professional position will be questioned by no person, and that the association of the newspaper man with his apprentice, his employe, or his reportorial or editorial subordinate, should be precept and practice until this idea, to the end that the aspirations that the fraternity holds in the present may be fully realized in the profession of the future."

This resolution was offered by Mr. M. A. Brewer, of the Kearney Hub, and, in speaking in favor of its adoption, Mr. Edgar Howard, of the Committee on Resolutions, said that "the business end of a newspaper had better suffer than that all sentiment should be crowded out of the profession by commercialism."

There will be no danger of business suffering or failure when editors and publishers come up to the standard set in the resolution. It is greed, commercialism, unreliability, ignorance, slothfulness, quackery and shystering that bring failure to and disgrace upon physicians, lawyers, editors and ministers. Zeal in and jealousy for the reputation of a calling, with a full appreciation of and a loyalty to its opportunities and obligations bring success. We always had a deep sympathy with the feelings of a successful jurist who, after listening to a slovenly, drawling effort of a young minister, declared that if he had a law student who did not show more preparation and earnestness in conducting some little suit in a justice peace court, he would kick him out of his office. It stirs one's soul with solid pleasure to see editors arise to the grandeur of their opportunities.

President W. H. Huse presented an able annual address. Among other good things, he said:

"It is a matter of congratulation that the newspaper is rapidly taking its rightful place among the strictly legitimate business enterprises of the community in which it is published. During these later days, owing largely to the practical teachings of this association, the publisher has come to look upon his advertising columns as his stock in trade—that which he has to sell and from which he makes his living. No longer does he bite at every glittering bait thrown out to secure the use of \$10-worth of advertising for a dollar magazine or a pair of tickets to a ten-cent social. We put our wares on the market upon a strictly business basis, to be sold at a fixed price, and pay our own way as we go. This brings to the newspaper man more independence than he could possibly have under the ancient method of trading his paper and advertising for any old thing that might be offered, and gives him the proud feeling that he is as much a business man of his town as the banker, the dry goods man or the grocer."

"The pet hobby of the past president of this association is that at the end of each year every man who owes the printer shall be asked in to pay, while the editor should in turn liquidate in cash all his outstanding indebtedness. I fully agree with Editor Howard in this so far as it goes, but I would go farther. Instead of making the day of settlement once a year, I would make it at the end of every month, when it should be understood among our customers that if they owe us they are expected to pay, and that if we owe them they will receive what is due in cash. This puts our transactions practically upon a cash basis, which is the consummation of business desires."

"In at least one publishing house in the State the rule has been in effect for years that the books for the month shall not be closed until every bill outstanding against the office has been paid. This system, in connection with daily balances of cash and earnings, makes it possible for the publisher to know at any moment whether his plant is working at a profit or loss, and how much. My idea of 'Carrying a Message to Garcia' in the publication of a newspaper is to apply the most rigid business principles to the business department. There is great satisfaction in keeping the affairs of one's office always up to date—besides, it pays."

WORK OF COMMITTEES.

"It cannot be said that the association has revolutionized the work of newspaper making during the past year, but it has accomplished considerable that will prove of practical value to the fraternity. A great deal of work has been done by the legislative committee in the interest of the publisher, and the association is to be congratulated upon the fact that it has had at the head of that committee so capable a man, D. M. Butler, whose opinions upon questions of moment to the newspaper man are being recognized far outside the confines of the State."

* * * * *

THE EDITOR'S CREED.

"These words of Dana—the prophet of the press—shall these not inspire us? 'Above all, know and believe that the great world is advancing; that there is progress in human life and human affairs; and that as sure as God lives the future will be greater and better than the past.' Incited by such a belief, fighting that which is evil, contending earnestly for that which is good, 'with malice toward none and charity for all, doing the right as God gives us to see the right,' what may we not accomplish for our generation and the twenty generations which are said to be under the direct influence of each individual now living? However much we may differ in our opinions regarding present dayisms, let us unitedly agree that we are fighting a winning battle just so far as we are allied with the truth."

"Fling pessimism to the winds! It is out of place in such an era as we are living for anyone—most of all in a newspaper office. The doors of opportunity swing open wide. In hamlet and in city, in Nebraska and the nation, the freedom of the press is untrammelled—its power unquestioned. There are foes that menace the public good—we should be warriors to strike them down. There are forces that promote the public welfare—we should be friends to welcome and sustain them. Through the most searching discussions of public men and public measures, through smoke of battle elsewhere and peace and plenty at home, humanity struggles always upward and onward, and upholding its cause should ever be found the public press."

One number on the program read, "An Unknown Subject by a Prominent Nebraskan." The President, in announcing this, said the prominent Nebraskan was none other than J. R. Buchanan, general passenger agent of the Fremont, Elkhorn & Missouri Valley Railroad. Mr. Buchanan was introduced, and he said:

"Now, my editorial friends, every one of you, I am sure, will bear me out in saying that, for reading matter, that which bears on personal history or biographical sketch is most carefully read; and so it seems clearer to me that each editor should study the farming interests in his community, and determine that, hereafter, he will in each issue of his paper publish the statistical result, with a personal sketch of at least one farmer's efforts; who he was; where from; when he came to the State; his worldly belongings when he came to Nebraska; where he located; cost of land and improvements; how he farmed, or bred stock; how he progressed and succeeded and how he stands financially to-day; with such personal mention as to characteristics as the subject is willing should be made."

"I know some may object at first to give this informa-

tion, under the impression the valuation may affect their taxation; but there is really no cause for such apprehension. Nevertheless, to assure such objector you can withhold his name in the account, simply citing the case in all its relations, but omitting to identify in publication.

"My prediction is that before the year expires these persons, having seen results with others and neighbors, will be glad to have the identification in the roll of honor—which it really is.

"In every community there are some persons who will send papers to a former home in a foreign state. There are over 600 newspapers in the State; at least 500 weekly country newspapers in the ninety odd counties in this State, and so if the above suggestion is followed it means that at least 500 (and probably five times that number) papers will each week go out of the State and be scattered abroad over the country. This, repeated each week, will tell of at least 25,000 thrifty farmers in the various counties in Nebraska in one year and their personal history. These papers will come to my office, or to some other general passenger agent. We will collate and combine these instances and publish them in our statistical folders—5,000 or 10,000 or 20,000 per month—and will distribute them through our agencies all over the country, and it is clear that in this persistent way 'Nebraska' will get into the very air all over the Western States, and the tide of immigration will turn to us.

"Five hundred editors, with a few general passenger agents of railroads, working in a single purpose to a central aim, with their hearts, brains and hands in the effort, will undoubtedly bring results. Five hundred papers will in fifty-two weeks have given news of an army of good men who plowed and sowed to some purpose, and it is quite safe to say that the experiences of this army of say 25,000 men will reach and be read by at least 100,000 other men who will be interested in just this information.

"I trust we may all meet one year from now, and, by comparing our then information of results, be ready to resolve to continue the same methods for another year of fifty-two weeks."

On motion of A. J. Langer the association agreed to accept the plans offered by Mr. Buchanan and to publish as often as possible the statistical matter suggested in the paper.

F. H. Young, of the Genoa Leader, presented a paper on the question, "Does a Partisan Paper Pay?" He said the successful business man does not mix politics with his business, and argued that, if he did, his business would suffer therefrom. The same, he thought, was true of the newspapers. The partisan publisher drives from his paper much business by an unwise course. He thought it was not necessary, because one ran a partisan paper, to offend people of other political beliefs. He said:

"How many of you have not published columns of what they knew to be political rot? How many have not supported men whom they knew to be unworthy of the support of any honest man, incompetent and unfit to fill any office? How many have not helped, for the party's sake, to whitewash a public official who had betrayed every principle his party had ever advocated? We have all done this to a greater or less extent, and must continue to do so as long as we publish a partisan paper. The party bosses demand it, while our readers imagine that we receive yearly a wad of boodle several feet in diameter. Such are the political inconsistencies of the ordinary, otherwise broad-minded editors of Nebraska that we believe we are safe in saying 75 per cent of the voters really believe we receive large pay for the vast amount of political rot we publish and our influence with the masses is lessened by just the extent this belief prevails.

"And, now, my friends, to moralize a little: When the country press of Nebraska ceases to bow the knee to party bosses, when the editors cease to fill their columns with what they know to be political rot, when they cease to support unfit and dishonest men for the party's sake, when they cease to whitewash unfaithful office-holders, then will thieving officials and the betrayal of public trusts of all kinds cease to exist throughout this broad domain of ours. He will cease to exist for two reasons: first, it will be hard for him to receive a nomination and still harder for him to secure an election. And secondly, when you take from him the knowledge that his acts must be rank indeed when he will not receive the defense of his party press, and give to him the full knowledge by a united, independent press, he will tremble to depart from the straight and narrow way; and the blighting influence of pernicious legislation, accom-

plished or attempted, will be removed and our fair State will blossom like the rose, politically as well as agriculturally."

L. A. Williams, of the Blair Pilot, spoke on "Newspaper Controversies, Wise and Otherwise." He did not approve of personal attacks on anyone through a newspaper, but he admitted that such attacks might sometimes be justified, yet he said he had never known of an instance where silence would not have been better. He thought editors should refuse to be drawn into profitless controversies, and that it should be the aim of all to treat all subjects fairly and honestly.

THE PROOF-READING CONTEST.

Last month we referred to that novelty of a proof-reading contest. The program of the meeting was printed with a number of errors in it, and a prize offered to the one finding the greatest number of errors. The secretary said there were 109 actual errors in the program. One sheet had been turned in with 304 errors marked. The smallest number of errors marked was forty. The prize of \$10 was awarded to S. J. Potter of the Great Western Type Foundry, Omaha. Mr. Potter had marked 130 errors, and these had been cut down to 100. The second prize of \$5 was awarded to Clyde King of O'Neill. He had marked 189, and these had been cut down to 89.

COLORADO EDITORS MEET AT DENVER.

Officers and Delegates Chosen—Newspaper Interests Discussed and the Paper Trust "Cussed."

The editors of Colorado had a decidedly successful convention at Denver on January 23d.

The following officers and delegates were elected:

President—Howard Russell, Fort Collins.

First Vice-President—I. N. Bunting, Grand Junction.

Second Vice-President—Frank N. Briggs, Victor.

Secretary—Halsey M. Rhoads, Denver.

Treasurer—H. J. Holmes, Glenwood Springs.

Executive Committee—K. G. Cooper and J. S. Temple, Denver; Lewis Gaylord, Colorado Springs.

Delegates to the National Convention—Wolfe Londoner, Frank J. Arkins, Lewis Gaylord, T. M. Patterson, W. C. Calhoun; alternates, Lute Wilcox, J. S. Temple, Howard Russell, Halsey M. Rhoads.

"Freight Rates," an important question to all the people of Colorado, and "The Paper Trust," just now of overtopping importance to printers and newspaper publishers, were the principal questions under consideration.

After a lively debate, the following resolutions and the last-named subject were passed with enthusiasm, there being only two negative votes:

THE PAPER TRUST TO BE FOUGHT.

"Discarding all controversy over the mooted questions of tariff and free trade, we nevertheless unite in denouncing every form of combination that has for its object an increase in the cost of necessities through the curtailment of production and the destruction of competition.

"The newspaper has become a prime necessity of modern life. The best results in all efforts to improve government, advance civilization and secure faithful public officials, will be obtained through the newspapers of the country produced as cheaply as possible consistent with fair wages and reasonable hours of labor.

"In the paper trust, but lately formed, we, the Colorado State Editorial Association, recognize only an enemy to the newspaper publishers and readers, and, therefore, to society and good government. By combining to destroy competition in the manufacture of paper, and thereby unduly raise its price to the publishers, it has forfeited all claim to the consideration and bounty of the government, and it is the plain duty of Congress to repeal all laws that tend to enable the trust to carry out its nefarious scheme of plunder.

"To the end that the newspaper publishers of the United States may free themselves, in part at least, from the exactions of the paper trust, we demand that the Congress of the United States shall immediately repeal all tariff duties upon paper, upon wood pulp for the manufacture of paper, and upon every other article that enters materially into the manufacture of paper, and we will consider as our enemies every senator and congressman who shall fail to do his utmost to repeal such laws at the present session of Congress.

"Resolved, That we will oppose the re-election of every

senator and member of Congress who does not actively aid in the immediate repeal of all such tariff duties."

The resolution was introduced by K. G. Cooper, Business Manager of The Denver Daily Republican, and was voted for by editors of all parties, though in the discussion the charge was made that it had a partisan intent. The Rocky Mountain News gives the following brief outline of the debate had preceding the almost unanimous vote for adoption:

Mr. Newton thought the resolutions were too sweeping. He wasn't ready to bind himself to oppose every man who didn't think as he did. He believed in protection of American industries.

"Well, isn't the newspaper an American industry as well as the paper mills?" said Mr. Bunting.

"But we don't know the cause of the rise in the price of paper," said Newton.

"Never mind the cause; think of the effect," said Rawalt.

"Then you don't believe in the law of supply and demand," said somebody.

James Calbreath, of Denver, who signs himself "Industrial Reporter," said that the rise in the price of paper was due to the demand in England owing to the Boer war. The resolution was an attempt to tie the association to the tail of the Democratic kite.

There were cries of contempt at this.

Frank N. Briggs said he was publishing a Republican paper as near as he dared in Victor. But this was a proposition that affected his pocket, and he was here to protest. A year ago he paid the Denver mills \$2.25. He was now paying \$3.75. If this was not a sign of a trust, there had been more advance in the newspaper business than he knew anything about up his way. He was in favor of the resolution if the clause about opposing congressmen who did not support the bills was stricken out. He moved to strike out that clause. His motion was lost.

Lewis Gaylord, of the Evening Telegraph, Colorado Springs, said there was hardly a more rigid Republican paper than the Colorado Springs Gazette. The editor of that paper stood with him on the proposition that they would support no man for Congress who opposed bills to remedy this matter. The resolution then passed as offered, only two dissenting votes being heard.

Mr. Rawalt, on behalf of Frank Arkins, moved the appointment of a committee of three to frame an address to issue to the publishers of the United States, asking them to send delegates to the national convention at New Orleans, to consider the matter of the paper trust. Arrangements had been made by Mr. Arkins, Mr. Patterson and Mr. Cooper to send out this address free by the Associated Press that night. On motion, the three gentlemen named were appointed a committee to issue such an address to the publishers and editors of the United States.

FREIGHT RATES.

Mr. Bunting moved the appointment of a committee of three to secure the classification of rates on print paper from third to fourth-class in this State. Mr. Gaylord, of Colorado Springs, wanted to include that the roads from the East be seen, as well as the Colorado roads. The rates were raised two years ago without a protest from any publisher in the State.

W. J. Jackson, of Pueblo, said some had to buy in the East. He tried to buy from the Denver paper mills the other day and was told that they were full for six months ahead, and he got out the Star every day. Another said he used four car-loads of book paper a year, and there was none of that manufactured in the State.

"There's no reason in the world why printers' paper should be classified any higher than wrapping paper—none in the world!" said an irate member, and the whole meeting gave a groan of assent. The motion was carried, and the chair appointed I. N. Bunting, Lewis Gaylord and T. M. Patterson.

LEGISLATION.

Colorado seems to have suffered in its effort to receive proper newspaper legislation from the same causes that have existed in other States, apathy on the part of publishers and the lack of any provision of funds necessary to pay the actual expenses of committees in preparing and looking after the passage of needed enactments. The following outline of the discussion appearing in the Daily News will be found valuable in suggestions:

"The question of legislation brought up that picturesque member of the lower body of the last general assembly,

C. F. Rawalt, who took the floor. He said the three bills introduced by the Association met with no opposition in either house. No member cared to antagonize those bills. But while the house disposed of every bill that came before it by a vote, the three bills, with many others, were continuously put at the bottom of the calendar and never came to a vote.

"H. J. Holmes made an earnest speech, in which he urged that the organization do something for itself in legislation, or disband.

"By just so much as you do good legislative work to benefit the country printer, this Association is active. When you do not, you are dormant, and might as well disband. I helped your committee last winter. I particularly helped them with Senator Taylor of our county, a man obnoxious in every way to a printer. I made him lay down and quit his opposition to those bills. But your committee didn't push those bills in the Senate. They trusted to the promise of Senator Gaymon, and there was no one to push them through."

The chair said that the committee put in its time at its own expense, and they ought not to be criticised.

P. A. Leonard moved that an assessment of \$1 a head be laid to help defray expenses of the committee. Mr. Rawalt said there was no difficulty in securing the passage



The Colorado Editors.

Sketched by the Rocky Mountain News.

of legislation. It was the everlasting slowness of the Association that killed its bills. The most important bill at the last assembly was numbered 519. It should have been numbered 1, and introduced the first hour. Hundreds of bills, more important to individual senators, were killed before 519 was ever reached. He moved the appointment of a committee of Denver publishers, one of whom should be a lawyer competent to draw a bill able to stand the test of the Supreme Court, to draw the bills and see them through. Several members opposed the idea, saying that the Denver papers opposed the bills desired by the country press. Mr. Rawalt said there were plenty of weekly editors in Denver.

The following Legislative Committee was appointed, the Association insisting on the chairman being a member: K. G. Cooper, Denver Republican; Howard Russell, Fort Collins Express; F. N. Briggs, Victor Record; J. T. Lawless, Lamar Sparks; J. S. Temple, Western Newspaper Union.

By a unanimous, twice repeated vote, Hon. Wolfe Londoner was requested to publish at his own expense a paper in the interest of the Colorado State Press Association and the calling in general, devoted to questions pertaining to the business, interspersed with wit and humor. The name of the paper is to be "Wolfe Londoner's Cyclone Cellar." The name, while not having particularly a professional smack,

still smacks of something particularly pleasing to the editors of the Centennial State from long association, and that will be fully understood by the delegates to the 1898 convention of the National Editorial Association.

THE BANQUET.

A banquet was tendered to the members of the convention,—the twenty-first in its history,—in the hall of the St. James Hotel.

J. L. Temple of the Western Newspaper Union, on behalf of the local committee, introduced Wolfe Londoner as toastmaster.

Mr. Londoner said:

"I am glad to see that the newspaper men of Colorado are getting together and looking out for their own interests. If they don't, nobody will. Up in New England the boys get together once in a while when there is anything for a rake-off. The first subject is 'the weekly press.' The weekly paper man sobs with his friends, saws wood with his neighbors, and holds the babies. He has to do it. He is the most popular man in the community. He has to be to hold his subscribers. There is a gentleman here tonight who represents the wind-power of the weekly—C. T. Rawalt of the Gunnison Champion."

"Without doubt Mr. L. Vincent, who was to have responded to the toast," said Mr. Rawalt, "could have have done it better than I. We all seek the great daily newspaper, but the fact remains that in the outlying precincts the paper most closely read and religiously trusted is the weekly press. It may contain the writing of a man of mediocre ability, but if he has so lived at home as to win confidence his advice will be taken in the degree of confidence he has inspired. The editor of a great daily cannot be confident of the reliability of his large staff, while the work of the weekly is, as a rule, done by one man, upon whose integrity the people must depend."

GOLD BELT FANCIES.

Mr. F. N. Briggs, of the Victor Record, was called upon to respond to the toast, "The Cripple Creek Mining District."

"There is not much to say that is not known," he said. "To-day we have upon the former barren hills some of the finest buildings in the State. We have a city of which we and the whole State may well be proud."

"The Western Slope" was responded to by I. N. Bunting of the Grand Junction Sentinel.

Howard Russell of the Fort Collins Express responded to "Pioneer Journalism of the Western Slope." "Fifteen years ago I established the first paper on the western slope, at Glenwood. We did not think at that time a railroad would ever reach the place. To-day there are two newspaper offices in the State, the natural growth of journalism from the time I worked that old hand press that fell down every morning. I bought that press twenty years ago, on trust. Talk about trust, we had trust in those days that worked quite differently. The freight bill was \$98. I walked fourteen miles to borrow money to pay the freight. It took nerve in those days to run a paper on the western slope. I remember the time when a fellow was compelled to climb a telegraph pole—or pay a bill. I had a nice time looking for printers. Found fourteen printers with union cards, and not one of them knew a thing about a press. It seems strange to me that after such experiences I find myself at the head of this organization. I know of nothing more to the credit of a man who came to the State under such adverse circumstances than the honor you have conferred upon me."

TALK ON TRUSTS.

"The Tariff and the Trusts" was responded to by Thomas M. Patterson. He thanked the organization for his election as a delegate to the national convention.

"At 14 years of age I went into a printing office and for three years worked in a country town in Indiana, until I could set 8,000 ems of long primer in a day. From that I became a local editor. When I entered law I found that my early education in the printing office had been of great value to me. My election as a delegate recalls those early days, and I thank you for the honor. I sometimes wonder why it is that it is almost impossible to separate from the newspaper a man who has ever been identified with one. I think it is simply fascination of power. Who, if he feels that he can control, advocate measures and elect officials for the good of the community, would not cling to the newspaper that gives him that power?"

"The newspaper of before the war was to that of to-day as a grain of sand to Pike's peak. The newspaper is the weightiest power that exists in the country. The country press is really the great power. It is almost impossible to grasp the number of the weekly papers, or to estimate their enormous circulation, which exceeds that of the great dailies, while the papers themselves wield more power in consequence. When we comprehend the power of the press, it has seemed to me that the trust might have kept its hands off the papers. The subject of tariff I will not discuss, for I recognize the fact that in that I would be upon debatable ground. But, however we may regard the tariff, there is one thing upon which we all agree—that the modern trust is a monster, which should be throttled. All parties will declare that the trusts are an evil, and the only thing that can be said by one of the other is that one may not be as earnest as the other—but all are on equal ground. A few weeks ago President Hadley declared that ostracism of trust magnates and their families would be justified by conditions. In the meeting to-day there was some doubt as to the propriety of attacking senators and congressmen, to compel them to remedy the evil as to white paper. If Hadley can recommend ostracism, we can certainly afford to ostracize the people who refuse to release their grip on the white paper industry."

"The origin of the trust is in placing property of several concerns in the hands of a trustee for the distribution of profits in proportion to the agreed value of each piece of property. The strongest argument used by agitators of trusts is that dispensing with all but the central force of directors, managers and superintendents will reduce the cost of production. The purpose of the trust is to combine capital, raise prices and control the labor market. You show me the corporation which controls everything in its particular line and I'll show you the greatest tyrant on earth. Do they control prices? Take ten steel mills combined under one head. The central board regulates all of those enterprises and having this power regulates production. If the market is overstocked mills are closed by this same power. Men are out of work. The surplus steel is used and prices then go up. Let any young man or any individual attempt to start a new enterprise and see the trust underbid for the purpose of driving the newcomer out of business. We have felt the crushing power of the trust in Denver, that knows no law but its own advantage. Impoverished families, starving and half-clothed women and children are as nothing to them. No matter how peculiarly fitted for a calling, how ambitious and how industrious, a young man is crushed under the power of the trust. 'Undersell this young man who has the temerity to come among us,' comes the order from the central office. The trust means the destruction of opportunities. It means that vast wealth alone has the opportunity to develop further wealth. All of the white paper mills of this country have been gathered together in a trust. Until a few months ago there were some independent mills, but when the last mill went into the trust competition ceased. The result was that the price of white paper was doubled."

"Some explanation made is that our paper is needed in Norway, reducing the supply at home, but that does not explain more, at the outside, than 10 per cent of the increase. What are you going to do? If you start your own mill, your paper at 5 cents per pound will be delivered in Denver by the trust at 1½ cents, and you will laugh while the fight is going on, but pretty soon your \$250,000 or \$300,000 will be gone, and you will be asking for employment and a place on the pay rolls in the trust mills. There is no absolute remedy yet discovered. We realize the necessity of newspapers, and therefore we have a right to say that we will demand of our representatives in Congress immediate and complete relief from the wrecking grasp of the paper trust. We want them to repeal tariff duties on all materials that enter into the manufacture of white paper—a tariff that feeds the trust by keeping out materials from other countries. The trust is the product in reality of the last few years, but now that that situation is fully known and appreciated we can demand and force the repeal of all trust protecting laws, however innocently passed in the first place. This being a government of the people and for the people, when this question is brought to the attention of Congress by the whole people, the evil will be remedied and the government will be more surely their own, and they will experience more liberty and freedom than ever before."

When Mr. Patterson had finished the company adjourned in the best of spirits.

THE CHICAGO TYPOTHETÆ.

Thirteen did not prove an unlucky number with the Chicago Typothetæ. The thirteenth Franklin banquet of the society, held at the rooms of the Athletic Club, proved the most successful in its history. It is not necessary to refer to the menu, for the reputation of dinners served at the Chicago Athletic Club is already national. They are always the best, and printers on Franklin's birthday, at least, manifest the tastes of epicures and always take measures to have their appetites fully satisfied, in remembrance of the fact that their patron during more than half of the years that he was a printer dined with a wooden spoon out of a wooden bowl and thought his wife extravagant when she bought one of bright pewter. There were about a hundred of the members of leading printing firms and members of related trades present at the feast. The Chicago Typothetæ is blessed with an excellent and popular Secretary, W. F. Hall, who worked most enthusiastically and successfully to carry out the wishes of President Thomas Knapp to make this one of the red letter occasions in the history of the society. He succeeded, as he does in business and everything else that he undertakes.

The feast disposed of, the President offered a few appropriate congratulatory remarks and introduced Mr. Geo. E. Cole as toastmaster. Mr. Cole, in a happily worded talk, brief and of a humorous turn, gave the cue to the speakers of the evening. It was to be a season of enjoyment. He referred to Franklin and said that he had thought to tell of Franklin's love for bread and how he drank water when he was poor and wine when he was rich, and thereby showed himself to be a true philosopher. How he found political positions for his relatives and thereby proved himself a genuine politician. He, on second thought, had concluded to let others do the talking. Among those present were the following:

Alexander Belford,
W. B. Conkey,
A. R. Barnes,
J. H. Ruston
Thomas E. Donnelly,
A. M. Barnhart,
W. H. French,
Franklin Hudson,
W. P. Dunn,
W. B. Leffingwell,
Sam Ohnstein,
C. M. Staiger,
Forest Hopkins,
A. H. Dwight,
Charles E. Temple,
Clarence C. Warder,
C. F. Whitmarsh,
M. A. Fountain,
A. W. McLaughlin,
Joseph N. Wilson,
Frank P. Wright,
Charles W. Rankin,
C. L. Regan,

Charles F. Blakely,
A. J. Brock,
Isaac Colburn,
T. B. Cole,
Charles A. Dexter,
Daniel Boyle,
O. B. Marsh,
W. A. Grant,
George W. Gould,
J. M. Abell,
W. S. Burnham,
George H. Barnard,
George W. Peck,
W. F. Hall,
Jarvis Blume,
L. J. Corbitt,
George H. Benedict,
William T. Hodge,
James T. Mix,
C. O. Wright,
J. S. Zeigler,
A. T. Hodge.

Ex-Governor Peck of Wisconsin, who, besides being the father of "Peck's Bad Boy" and ex-Governor, is also a printer and an editor, for once a printer always a printer, was the piece de resistance in the post-prandial feast. He spoke to the toast, "The Tramp Printer." He said:

"I presume I am as great an admirer of Franklin as there is in the world, but I don't think of him all the time as the statesman and the diplomat, but as the boy, the 'bad boy,' who wouldn't let any man run him 'for nothing a week and find himself.' He was the first tramp printer of history. Many of our brave fellows have followed in his footsteps more or less successfully. I've been something of a 'masher' myself in my time, but I've got admiration for the man who could go up the street with a dirty towel under his arm, as Franklin did, and 'mash' the prettiest girl in Philadelphia.

"Franklin was the first 'masher,' too.

"He never was so proud as a diplomat as he was when he was working on an old hand press. There is something in working an old hand press that you rich devils don't know anything about. There is nothing that gives an old printer more pleasure. I never was so happy, even when I was Governor and heard thousands of people around me swearing that I was 'the whole thing,' as when I owned my first printing office.

"I took occasion to follow in Franklin's footsteps early," ex-Governor Peck continued. "He said all boys should go

into business. I told my father there wasn't any use going to school and I wanted to go into business. My father said, 'All right, here's 30 cents,' and I went into business."

The speaker told how he and a boy friend had made their first money by selling cider made out of dried apples to a circus day crowd.

"I was one of the original tramp printers after Franklin," he continued. "I don't suppose there is a town in Wisconsin that I haven't gone into 'broke' and come away with a towel or something that I had borrowed. I wasn't one of the tramp printers that fall down-stairs drunk just about the time when you are going to press. No, I was one of those angels of light that drop in when you have a column of stuff to set and nobody to set it, and who are then asked home to dine with the editor's family."

Rev. J. H. Remston spoke of "Proofs" and found Franklin one of the "proofs" that needed little revising by the Author. This would not have been considered orthodox at one time, but the orthodoxy has broadened and Franklin was a broad man who looked upon worthy services to humanity and love and worship of God as the cardinal principles in religion, while creed often proved a fetter to useful living.

Judge Orrin N. Carter, who has concluded that his friends want to make him the Governor of a free people, though while running for judge he made the mistake of having it proclaimed that he would have no printing for his party done by an office that did not wear the badge of slavery in the shape of "Union Label," spoke of Franklin as born with the newspaper instinct and said:

"He was the most popular newspaper writer of his time. He did not think it the business of the newspaper to make trouble or to attack the reputation of public men without cause. He was perhaps the most illustrious printer the world ever has produced. Like Lincoln, he was true to his country, regardless of all consequences to himself. In simplicity and in all-round development he stands foremost of Americans for all time. We have had men great in their chosen lines, but only one Franklin, who was great in all."

We doubt whether any newspaper man of the present day, worthy of the name, "think it the business of the newspaper to make trouble or to attack the reputation of public men without cause," however it may be with judges. We are glad that Franklin was like his successors in this. The only trouble is that there is generally, at least too frequently, a cause, and narrow-mindedness, conceit and prejudice are among the best causes when a man holding a judicial office is concerned.

Charles Eugene Banks recited a poem entitled "There Is Good in Everything." He was poetically right, though it is hard to realize the good there is in a mosquito when suffering from its bite, or in malaria when burning with fever. It takes both a poet and philosopher to discern.

Then William Lightfoot Vischer told stories for the amusement of the boys. He used to be an editor and President of the Washington State Press Association, and has written some good poetry as well.

Printer Franklin Hudson, of Kansas City, and President of the United Typothetæ of America, graced the occasion with his presence as an honored, invited guest. He spoke a few words expressive of his pleasure at being present with his Chicago brothers in the calling, and of his desire to promote the best interests of the calling and of the United Typothetæ of America, of which he was proud, through the kindness of its members, to be for the time being the executive.

"A Lawyer's Views of the Printing Industry" was a theme ably handled by Hon. C. P. Johnson.

Similar celebrations were held by the members of the organization in nearly all the large cities, but the accounts of the four, New York, Chicago, Cincinnati, Connecticut, are sufficient to satisfy our readers that the name of Franklin is well remembered and wisely revered throughout the nation.

NEW YORK TYPOTHETÆ.

The New York Typothetæ honored Benjamin Franklin in the usual festive manner by a banquet at the Hotel Savoy on the night of January 7, beginning at seven o'clock. One hundred and forty guests were present. The menu was of the best and richest. The after-dinner speeches were eloquent and entertaining as well as instructive.

Mr. J. H. Canfield spoke to the toast, "Franklin as a Typical American." He placed the American citizen on a lofty pinnacle of worth, broadness of character, and enterprise, and spoke of Franklin as the true American type. He had the independence of thought, the aggressiveness and

the activity that enter into the character of the American citizen; with indomitable industry, perseverance and calm self-reliance that win highest, truest and most enduring success. His patriotism knew no swerving, his faith in his country's destiny never faltered.

Rev. D. Parker Morgan talked of the relation of "The Pulpit and Press," opening with a humorous story about the protection given to the printer's devil by the poets when fought by the clergy. He pronounced a eulogy on the newspaper press as the aider to the pulpit in spreading broadcast all that was of highest inspiration and worth in the sermons of ministers who really had a message of truth, instruction, spiritual and moral uplifting to deliver.

Col. William D. Brown, in speaking "A Few Things About Franklin," rapidly sketched the noble deeds and achievements and the career of Franklin the printer in an entertaining, eloquent, pleasing and instructive manner.

Dr. J. H. Finley's toast was not previously announced. He gave "Cadmus" as his theme when he rose to speak, saying that he had determined to have a subject concerning which his hearers were as ignorant as himself—a theme that would be original in itself at least. He could find but six lines in the encyclopedia relating to Cadmus, so he had delegated Paul N. Ford to find out. Cadmus was an old-time printer and had been honored with having a style of letter named after him. Although the Cadmean series was three thousand three hundred and forty-four years older than the DeVinne and originated 1450 B. C., it was yet used in our best universities and is affectionately called "the Old Greek." This, too, though there are only sixteen different characters. He was a wise man of the East who went West in search of his Europa and founded a city. He was a bold man and slew a dragon, whose teeth he sowed and raised a crop of fierce armed men, who formed a union. Becoming troublesome he slew all but five by throwing the imposing stone upon them. He became a man of blood and had to do penance for eight years. He died, as did his lovely wife, and snakes guarded their graves while their spirits departed for Elysium. He was not the last printer to have snakes attend him to his grave, nor, it is to be hoped, the last of the craft whose spirit has departed for the sweet Elysium fields of the blest. This was not Mr. Finley's speech, but, all the same, the speaker developed much sport in his talk about this old-time printer.

J. Hopkinson Smith responded to the toast, "The Artist as Related to the Printer." He showed the spirit of the enthusiastic artist and said that the art and beauty of printing would live forever. He may have been slightly ironical in the statement that it was sufficient glory and compensation for a printer to know that the work was good if he never got a cent ahead, or it might have been simply the outpouring of the genuine artistic spirit.

Mr. J. Stearns Cushing of Boston, Secretary of the United Typothetae of America, was the last speaker. He responded to "Our Sister Organizations." He evidently was not in love with the naughty and unreasonable methods and prevailing spirit of one of these sisters, the Typographical Union. He showed the wickedness in spirit and practice of this modern daughter of selfishness, jealousy, hate and anarchy, and exhorted all worthy master printers to get closer together in order to be able to resist the outrages perpetrated by the union, in the abused name of labor, for the destruction of personal liberty and of the right of every man to conduct his own business, or to seek employment and make an honest living without molestation, prejudice, intimidation or danger of bodily harm.

President Joseph J. Little presided. The other officers of the New York Typothetae are Theodore L. Devinne and John C. Rankin, Jr., Vice-Presidents; E. Parke Coby, Secretary; Charles H. Cochrane, Recording Secretary; and Horace G. Polhemus, Treasurer.

CINCINNATI TYPOTHETÆ.

February 3, 1900.

The National Printer-Journalist.

Gentlemen: The Franklin banquet was a success and enjoyed very much by those who were there. Among the guests were Geo. H. Hoadley, Jr., who read an unpublished letter from Benjamin Franklin which was very humorous, and something entirely new to the guests. Dr. Chas. E. Walton, who was another guest, had a pleasantly written paper on the printer who could eat his lunch as he walked along the street.

President William A. Webb presided, and with his customary grace and dignity made everybody feel that they

were there to enjoy themselves, and his jokes and remarks helped digestion.

During the evening one or two of the members entertained the crowd with songs that called for more to come next year, and before they adjourned all joined in singing The Star Spangled Banner.

Mr. Pugh, Mr. Carpenter and Mr. Hill entertained the guests with short speeches that were to the point. Among those present were Wm. A. Webb, W. B. Carpenter, A. H. Pugh, Alexander Hill, A. McDonald, S. Rosenthal, H. S. Rosenthal, E. F. Evans, L. Evans, J. E. Richardson, H. J. Anderson, John Sullivan, Michael Sullivan, Andrew Van Bibber, Rob't Allison, C. J. Krehbiel, Harry Woods, Geo. Blum, Allen Collier.

At the next meeting of the Typothetae the officers for this year will be elected.

Yours truly,

GEO. C. JAMES, Secretary.

KANSAS STATE PRESS CONVENTION.

(Reported by J. W. Morphy, Secretary.)

The Kansas Editorial Association met in annual session at Fort Scott, January 22. The sessions began with an evening meeting which was in the nature of an informal reception. The address of welcome was delivered by Gen. J. H. Rice, a veteran in newspaper work in Kansas and Missouri. The response was by President George W. Martin of the Association. This was followed by an entertaining programme arranged by the people of Fort Scott. At the morning session the regular programme was taken up.

A decidedly interesting feature was an address by Col. R. J. Hinton, one of the newspaper correspondents who represented Eastern anti-slavery papers in the Border Ruffian and Civil War period. He spoke at some length of the journalists, who were his associates. The question-box, by Editor B. B. Herbert, of the National Printer-Journalist, was a valued feature which elicited considerable interest. In his paper on the "Protection of the Material Interests of Kansas," Col. D. R. Anthony took a vigorous position in opposition to the paper trust, and called on the newspapers of Kansas to take up the fight. His remarks were received in a spirit which tended to indicate that the members were with him.

The question of establishing a Kansas magazine was introduced in an able paper by President-elect L. F. Randolph, Nortonville News. The matter was referred to a committee after extended discussion. "A Few Requisites to Success in a Country Newspaper" was the subject of a paper by Gomer T. Davies, Concordia Kansan. John W. Conway, Norton Champion, read a paper entitled, "We, the Editors," which was decidedly unique and original.

The Association committees were as follows: Auditing—Gomer T. Davies, Concordia Kansan; John Q. Royce, Phillipsburg Dispatch; John F. Roe, Chanute Blade. Resolutions—W. Y. Morgan, Hutchinson News; Charles F. Scott, Iola Register; W. H. Nelson, Smith Center Pioneer; John W. Conway, Norton Champion; D. R. Anthony, Leavenworth Times.

The following officers were elected: President—L. F. Randolph, Nortonville News; Secretary—Gomer T. Davies, Concordia Kansan; Treasurer—F. C. Raney, Fort Scott Lantern; Vice-Presidents—D. R. Anthony, Jr., Leavenworth Times; C. C. Thomas, Moran Herald; John F. Roe, Chanute Blade; J. M. Mickey, Osage City Free Press; D. A. Valentine, Clay Center Times; W. H. Hill, Hill City Republican; J. W. A. Cooke, Ellenwood Leader.

Delegates to the National Editorial Association—Ewing Herbert, Hiawatha World; F. W. Elliott, Troy Times; Charles Sprague, Olathe Mirror; W. T. McElroy, Humboldt Union; Belle L. Harbaugh, Erie Republican-Record; Harry H. Lusk, Parsons Sun; W. F. Hill, Westmoreland Recorder; D. A. Valentine, Clay Center Times; H. A. Perkins, Manhattan Nationalist; Edith Meredith, Hutchinson Herald; E. J. Westgate, Garden City Sentinel; Arthur Capper, Topeka Mail and Breeze. There are some vacancies yet to fill, the matter being left to Executive Committeeman W. H. Neison.

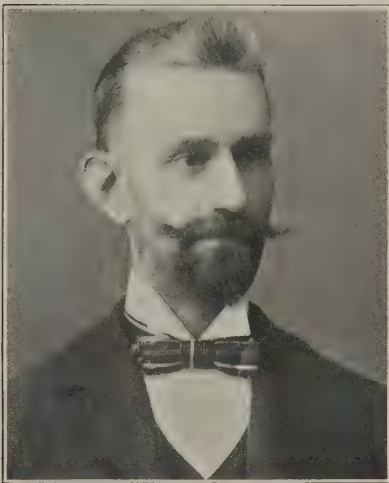
After the work of the meeting was over, a reception, prepared by the people of Fort Scott, was enjoyed. On the following morning a large party started on the excursion to Galena, Kansas, where the immense zinc and lead mines were examined and the hospitality of the people of

that busy city accepted. The entire day was so spent, after which a smoker at the opera house was given. A particularly happy occasion it was. The impressions made by this visit were very pleasant. The information gained relative to one of the greatest wealth-producing sections of the United States was of great practical value. A trip was made by about forty of the party to Joplin, Mo., on the 25th, and more pleasure was enjoyed and additional valued information acquired. It is questionable whether the Association ever enjoyed a more interesting or instructive meeting and excursion, and it is quite certain that no cities ever made a more energetic effort to treat the boys well.

PRESIDENT OF THE CONNECTICUT PRESS ASSOCIATION.

C. H. Scholey, Jr., was born in the city of Meriden, Conn., Sept. 6, 1860. Early in life he possessed a consuming ambition for the printing business, which, later, he had an opportunity of learning in the job offices of his native town, later conducting a small job business of his own.

In the fall of 1889 he went to New York City and was manager of a store at 703 Broadway for The Kelsey Press Co., of Meriden, Conn. This lasting but a few months, found him, like Micawber, "waiting for something to turn up." He landed at Guilford, Conn., with his wife and child, on New Year's night, 1890, with very limited capital. Guilford being without a printing office, he thought it afforded an opportunity for at least a scant living. He opened a small print shop with an eighth medium Gordon press with leg-power attachment. Here it was a game of guess and wait until the fall of 1895, when E. G. Allis, the proprietor of The Shore Line Times, by reason of ill health, was compelled to seek a purchaser for his plant, then located in Fair Haven. Mr. Scholey, having been a correspondent for



C. H. Scholey, Jr.,
Proprietor of the
Shore Line Times,
Guilford, Conn.

that sheet from Guilford, the proprietor suggested a sale to him, and received the reply, "If newspaper plants were selling for a dollar each I couldn't buy a shooting stick."

Mr. Allis, however, made the terms easy and with good friends about him Mr. Scholey secured the plant in less than five hours.

The new proprietor took possession on November 18, 1895, and moved the plant to Guilford, 17 miles east and right in the center of the paper's circulation district. By hard work Mr. Scholey came out on top and to-day is the owner of one of the best equipped country offices in the State, issuing a paper second to none of its class, with a circulation nearly double the credit given it by the gentleman in New York, and with a job department doing a snug business. The paper was established by H. W. Vaile in 1877.

NEW ASSOCIATION IN SOUTH DAKOTA.

The Republican editors of South Dakota met at Sioux Falls, January 18, and formed a Republican Press Association with the following officers: President, J. F. Halladay; Secretary, J. Tomlinson, Jr.; Executive Committee, the two above named and L. C. Taylor, J. E. Patten and John Longstaff.

PROSPERITY ON THE PACIFIC COAST.

Two Great Coming Booms Foretold.

Editor Printer-Journalist:

Two great mining booms are coming on the Pacific coast this year. One will center at Cape Nome, Alaska, and the other at Sumpter, thirty-two miles from Baker City, Ore. It is estimated that 30,000 people will rush to the wonderful beach diggings and frozen creek-beds on Bering Sea, and from present indications fully as many will pour into the new Webfoot Eldorado.

The much-used phrase, "Klondikes at Home," first appeared as the title of a chapter in a little book issued by the Oregon Railroad and Navigation Company, in 1897; and it has already become a splendid reality in the Eastern Oregon mining districts. Over 5,000 mining locations have been made; scores of paying mines and hundreds of promising ones have been opened up, and many handsome fortunes have been taken out. Stamp mills and mining machinery are going in by train-loads, and the whole vast mineral-bearing region of 14,000 square miles is being dotted with new and flourishing mining camps—of which the most notable is Sumpter, in Baker county.

It is a young wonder. Two years ago it was unheard-of, except as the camping place of a small detachment of United States troops the day Fort Sumter was fired upon. A year ago it was a cross-roads village with perhaps 150 inhabitants, and in May, 1899, it had about 250. In January, 1900—less than eight months later—it is a rushing, bustling little city of nearly 3,000 population, with over 100 business houses, including stores, banks, hotels, restaurants, saloons, theaters, breweries, real estate and assay offices, and all the other boom mining-camp establishments. It has churches, good schools, live newspapers, telegraph and telephone, a \$75,000 waterworks plant, a stalwart fire department, and is lighted by electricity. With four hotels, six restaurants and ten lodging houses, a contract has just been closed for a \$100,000-hotel. Eight brick blocks and nearly 100 less pretentious business houses are now going up. In mid-winter snow and cold, carpenters and bricklayers are working at big wages, every hour of daylight; and yet people are pouring in faster than roofs can be reared to shelter them. Many are living in tents and shacks.

Real estate is kiting skyward. A lot that a Portland drummer named Collett had to take, two years ago, for a debt of \$100, has just been sold for \$2,250; and one for which Ed. Geiser paid \$200 in November, 1897, brought \$7,000 in November, 1899. Last November Mr. Mayer leased a business room for a year at \$50 a month, and in December he re-let it for the remaining eleven months of his lease at \$100 a month. For the week ending December 18, 1899, the real-estate business, including town lots, mining claims, bonds, mortgages and releases, amounted to \$136,604—more in that line than was done during the same time in St. Paul, with 175,000 population. The town handles, by rail and stage, over 3,000,000 pounds of freight a month, and has risen, in little over six months, from nothing almost to the size of Deadwood in the palmiest days of the Black Hills.

The Sumpter boom is the biggest and liveliest thing of its age on the Pacific Slope to-day, and it has seemingly come to stay. The town is literally built on golden rock. It is walled in by mountains of gold-seamed quartz, and all its streams roll over golden sands. It is the center and supply and distribution point of hundreds, if not thousands, of square miles of gold-bearing territory, whose riches pass all ordinary computation.

In the very borders of the town, in the shadows of its churches and schools, banks and hotels, a lot of Chinamen are washing out gold enough on the Ellis placers to pay \$320 a week in royalties, and the Downey placers, about a mile south of the railroad depot, are paying handsomely. Every river, creek and rivulet for fifty miles around carries golden dust and nuggets in its sands.

Six miles north of the town is the famous Cracker Creek district, where the Eureka and Excelsior mine has produced \$250,000 a year; The North Pole, located and abandoned as worthless a dozen times, which is now yielding over \$100,000 a year; the Golconda, which yields \$150,000 a year, and in which ore was recently struck that runs from \$100 to \$10,000 to the ton, some of it going \$10 to the pound; the Columbia, which could have been bought not long ago for \$1,000, and is now producing over \$100,000 a year; the Ibex, which was sold last February for \$65,000, and resold in December for \$300,000, and whose product for this year

is estimated at the full amount of its purchase price; and a hundred other productive or prospective bonanzas.

Eleven miles northwest of Sumpter lies the Cable Cove district, abounding in rich mines and prospects; and fourteen miles northwest is Granite, the center of a score of mines that would be wonders anywhere but here. Four years ago the owners of the Red Boy were too poor to pay freight charges on a small shipment of material. They managed by hard hustling to borrow the necessary money, and the mine is now turning out \$27,000 a month, or over \$300,000 a year, in gold bricks—and negotiations are pending for its sale to a London syndicate at \$3,000,000. The Cougar, Montana, Bellevue, Magnolia, May Queen, Little Giant and scores of others are among the sure bonanzas of the camp.

Sixteen miles west of Sumpter, on the same vast north-east and southwest mineral dike, on which are all these mines, is the Bonanza, whose history dwarfs all the romances of the Orient. A half-interest in it could not be sold, a few years ago, for \$250. A young boy, driving an express wagon in Baker City, took hold of it; and, with the aid of his mother and sisters, developed it till he was able to sell the control of it for \$750,000. Now, with a forty-stamp mill, it is paying \$40,000 a month, and is said by experts to have from \$5,000,000 to \$8,000,000 of ore in sight. In the same neighborhood are the Don Juan, Imperial, Pyx, Phoenix, Banzette, Snarr, Intrinsic, Van Anda and scores of other great dividend-payers in the present or near future, including the Diadem, which has just been capitalized at \$1,000,000.

About twenty miles west of the Bonanza, and thirty-six miles from Sumpter, is the Susanville district, whose placers are panning out tens of thousands of dollars every year, and where the Badger, Cabell, Stockton and Skyscraper bid fair to take their places among the big producers. And at Canyon City, fifty miles southwest of Sumpter, where \$2,500,000 has been washed out of the placers, is the Great Northern mine, from whose \$200,000-to-the-ton ore Ike Guker picked a fortune with a hammer and an old pocket-knife.

All over this gold-strewn wonderland new discoveries are being daily—almost hourly—made. During the first week in December, Prospectors Culbertson and Bee located two claims five miles southeast of Sumpter, and six days afterward sold them for \$20,000. From a small piece of float rock on the just-found Concord, nearly \$200 was pounded out in a mortar. On the old Sumpter and Granite stage road, eight miles northwest of town, a ledge of ore two miles long, and running \$29 to the ton in free gold, was found December 10; and J. B. Stoddard has just discovered that his timber land adjoining Sumpter on the south yields \$1.50 a cubic yard as gold-placer, and a thousand or ten thousand similar cases might be mentioned.

All this vast and as yet almost unexplored mineral empire is tributary to Sumpter. Every ton of machinery and supplies brought in must come through Sumpter; and every ton of ore and concentrates, and every pound or ounce of bullion, dust or nuggets shipped out must go through Sumpter. It is the metropolis of what promises—with every probability of fulfilling the promise—to rival Cripple Creek, the Klondike and the Transvaal, as a Bonanzaland—a "Klondike at Home."

P. Donan.

SOUTH DAKOTA PRESS ASSOCIATION.

Another of the very successful conventions of the past month was that of the South Dakota Press Association at Sioux Falls on January 17 and 18.

"The Print Shop in Franklin's Time," by E. Stough of South Dakota Newspaper Union, proved a paper of historical interest, showing the condition of the printer's art and of newspaper making in Franklin's time, tracing briefly the improvements of later years; treating of the first newspapers, the old presses, crude inking methods, hand paper-making, the first iron and power presses, the old method of two-color printing, the introduction of stereotyping, and, finally, machine composition.

William O. Clough of the Egan Press, proved, under the topic, "The Editor a Liar,"—not in haste but most deliberately,—that the members of all callings are liars, if not in words, in acts and by repressions. Of the necessity for often repressing truth in the newspaper calling, after showing that the clergy, the physician, the lawyer and others were open to the same charge, he said:

"And in that representative capacity, where printed words

as beacon lights or breakers, the editor becomes somewhat more than the servant of his readers; somewhat more than the chronicler of events; for with his finger on the pulse of the people and his eye on the future, he shall either guide the formation of the composite opinion of his community or fail ignominiously in duty. If he succeed his success must come through avenues similar to those through which other people pursue the purposes of their lives. If he succeed he must have recourse to all the arts by which people in other vocations carve their way up to positions of distinction and of leadership; for by virtue of his position he will be a leader or a dog. If he succeed he must be the accurate judge of what is matter for the public eye to look upon, what is matter for the public mind to feed upon, and he must be the arbiter of the time and manner in which knowledge of principles and events evolved in convocations of people and movements of parties shall be given to the world.

"In his actions along this line he will do well to keep in mind that a truth prematurely told is more dangerous and perhaps more disastrous than a silent lie, or a half-truth served in faultless style for hungry, prying minds to feed upon.

"Editors are denominated liars when, speaking of the virtues of a man, they are silent about his vices. They are called liars when they publish inconsequential common-places, rather than betray confidences which have been reposed in them. They are classed as liars for advocating the predominating virtues of a principle and passing over in silence its inferior weaknesses.

"Again, they are denominated liars for deferring accusations of crime, or imputing it to other sources, that justice may not be defeated by premature disclosures of opinions and plans of action. In a general way, they are classed as liars when they go contrary to the blind prejudices of humanity, or disagree with the 'other fellow.'

"For all of these caustic characterizations which can only provoke a deep-seated smile on the face of the tactful, long-range, far-seeing editor, there is the comforting promise which shall justify his well-meaning digressions from truth of the 'Yea, yea and nay, nay' sort, that society and the world may be benefited by his act, and though living sometimes under the shadow of a lie he shall find his final justification in the uplifting of mankind and in the progress of the race.

"ARE WE LIARS?"

"Are we liars? Yes, because there are vices which must be covered in order to be smothered, and we are to help cover them with the cloak of silence.

"Liars? As truly as that the 'right hand must not know what the left hand doeth.' And we shall continue to be liars as long as prejudice lives in the heart of man to inspire attack on that which it does not comprehend—as long as ignorance lives to combat intelligence—as long as selfishness lures man away from his 'pathway to the stars.'

"When the world becomes one in thought, purpose and desire, and these three reach upward as with a single hand to grasp the ultimate truths of the ages, for truth's sake—then the editor need no longer parade half-truths in fantastic garb to catch an eager eye or to satisfy the cravings of morbid mind; but until that happy day arrives he will do well to remember that while the truth is all right in its place he must be careful how he uses it, and in those pivotal points in his career where printed words mark the crises of his life he shall in the last resort have one unfailing choice—"Tell the truth or trump."

Editor Levi D. Wait gave practical views on the theme, "The Country Editor—Should He Be a Political Philanthropist or a Business Man?"

He said in part:

"With industry and economy I entertain strong confidences that a man engaged in the vocation of a country publisher can succeed; but indolence and inattention to business will be sure to result in ruin and disgrace. The man who is industrious is the man who invariably meets his obligations promptly and earns his money before he spends it.

"A man in this age and year cannot practice running into debt unless he is positive of seeing a way in which to get out again. Neither can he put off until to-morrow that which can be done to-day. Money costs too much if not honestly acquired. Merchants do not appreciate the necessity of being obliged to carry an ad in the columns of a newspaper or of placing job work with a defunct institution in order to clear up some old score. It is better to deal

with patrons as one business man deals with another—not in begging our way through, but in giving to the world a little compensation for a right to a place within its boundary."

N. C. Nash of the Sioux Valley News, in speaking to the question, "Does It Pay to Be an Independent Editor?" thought the aim should always be high and the motives pure, and then when we shuffle off this mortal coil, if it can be truly said that our independence has helped lift the community in which we have labored to a higher plane; if we have promoted thinking in the minds of the people; if we have destroyed the sting of the party lash; if we have succeeded in teaching the bosses that only clean men must be nominated; if we have demonstrated that political honesty is just as essential as business integrity; if we have convinced ourselves that others may hold opinions different from or opposed to ours, and yet be as honest in their views as we are; if we have contributed as best we could to the increase of that broad "charity which covereth a multitude of sins," by our independence, we have established the proposition and our lives will answer in the affirmative the question:

"Does it pay to be an independent editor?"

There were discussions on sundry subjects under the caption: "An Hour in the Hell Box."

This was followed by an informal address by J. Tomlinson, Jr., of the Argus-Leader, on "The Building of a Daily Paper."

"The Hand that Holds the Pencil" was the theme of a poetical paper by South Dakota's famed poet, M. C. Brown of the White Lake Wave.

We present the following two stanzas:

We read of mighty powers
That are felt for right or wrong;
We have had them kept before our minds
In poem, prose and song.
There's the "hand that rocks the cradle,"
And the "hand that writes the dun;"
There's the "man before the public,"
And the "man behind the gun;"
There's the "boy that minds his mother,"
And the "Jack that takes the pot;"
While the "hand that wields the slipper"
Seldom fails to touch the spot.
Strong and potent are the forces
That against our lives are hurled;
But the hand that holds the pencil
Is the hand that prods the world.

Pencil pushers of the nation,
In whose hands the weapon lies;
Ponder well the aim and object,
Ere the pointed arrow flies;
Dealing gently with the erring—
Still, denouncing all the wrong;
Ever just in condemnation,
And in virtue ever strong.
Let your shafts be keen, yet kindly,
Never venom-tipped nor vile;
Seeking where a teardrop trembles,
To replace it with a smile.
And while o'er our smiling planet
Heaven's azure is unfurled,
Let the hand that holds the pencil,
Be the hand that helps the world.

J. N. Patton, of the Salem Special, read a five-minute paper on "Labor-Saving Machinery."

C. F. Allen, of the Brookings Press, brought out the fact that he had just closed the twenty-first volume of his publication, and he found upon looking over his files that he had gained four weeks. He wanted to know how this could be avoided.

E. S. Danforth, of the Vermillion Republican, had for his subject "The Case, the Press, Rollers and Type."

Ora Williams, of the Press, spoke on "The Make-Up of a Paper for Reader and Advertiser."

J. F. Halliday, of the Iroquois Chief, had for his topic, "Breaking the Devil."

L. C. Taylor, of the Alexandria Herald, had a talk on "What Price Should Be Charged for Patent Medicine Advertisements?"

Clate R. Tinan, of the Kimball Index, read a paper on "Mutual Insurance for the Country Newspaper."

Joseph Freudenfeld, of the Equitable Insurance Com-

pany, was present, and in response to an invitation made a few remarks on mutual insurance.

Clate Tinan, the representative of the state association on the national committee, made some remarks regarding the sending of delegates to the national meeting and the expense which would be incurred thereby. He thought the state association should pay the dues of the delegates.

After electing the following delegates to the National Editorial Association, the convention adjourned sine die:

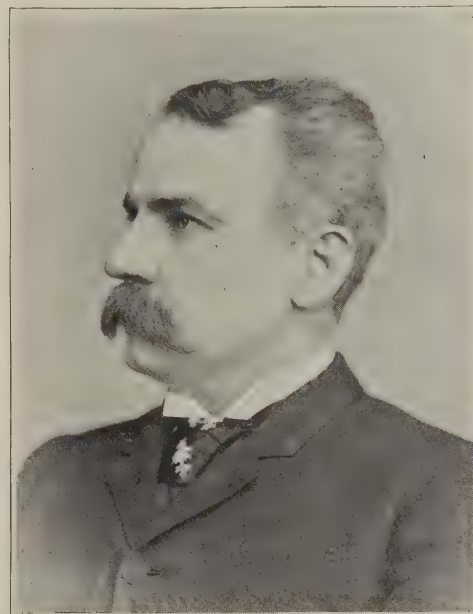
N. C. Nash, of Canton; C. F. Allen, of Brookings; Harry Wenzie, of Pukwana; T. B. Roberts, of Armour; C. C. Fletcher, of Aberdeen; C. E. Nevin, formerly of Plankinton, and L. C. Taylor, of Alexandria.

The attendance and the interest shown was greater than at any previous meeting. The local entertainments, including a musicale and smoker, were greatly enjoyed.

ADDITIONAL CONVENTION NOTES.

MEMPHIS.

One of the days of the editorial trip to New Orleans will be taken up with a visit to the Southern city of Memphis, Tenn. The cuts of Memphis scenes appearing in this issue were furnished through the courtesy of the gentlemanly publisher of the Evening Scimitar. The first page of the Art Supplement to the Greater Memphis Edition of that paper presented in this issue will also attract interested attention. This "Art Supplement" contained eighty pages, printed on book paper, five columns to the page, splendidly illustrated with halftones and replete in facts and statistics as to the commercial, cotton, educational, railroad, manufacturing and other interests of Memphis. In portraits of bright men of business and in all lines of effort, and in the tasteful houses presented, as well as in the showing of the great cotton and manufacturing interests, we have seen no publication that could be considered superior. No one can



J. J. Williams, Mayor of Memphis.

glance over its artistically printed pages without having a very high opinion of the city which it so grandly represents.

On January 9 the Commercial-Appeal of Memphis printed what its publishers termed the "Choctaw Edition," in honor of the opening up of the Choctaw, Oklahoma & Gulf Railroad, that told a story of commercial enterprise and development unsurpassed by any city approaching the size of Memphis. From this issue of the Memphis Commercial-Appeal we present the following enumeration of advantages, or bird's eye view in word picture, that can but be of interest to every American editor, showing as it does the commanding commercial position of Memphis, which has:

The largest hardwood lumber market in the world; the largest inland cotton market in the world; the largest producing center of cottonseed oil in the world; the largest producing center of cottonseed cake and meal in the world; the largest snuff market in the world; the largest coffin manufacturing center in the South; the largest plant given over exclusively to furniture manufactures in the South; the second largest furniture and fixture manufacturing center in the South; the largest boot and shoe manufacturers and jobbers in the South; the largest wholesale dry goods house in the South; the largest wholesale drug house in the South; the only wholesale rubber house in the South; the second largest lumber market in the world; the seventh boot and shoe market in the United States; the ninth wholesale grocery market in the United States; the twenty-seventh city in the United States in volume of business; the twenty-ninth city in the United States in population; the second largest wholesale grocery market in the South; six commercial banks with a capital of \$3,500,000; seven savings banks with a capital of \$300,000; six fire insurance companies with a capital of \$800,000; nine cotton compresses; nine cottonseed oil mills; eleven trunk lines of railroads; twenty-two local river packets; the head of all-the-year-round navigation on the Mississippi; a bridge across the Mississippi River that cost \$3,500,000; six business exchanges; two gas companies; one electric light and power company; two telephone companies; two telegraph companies; five express companies; two mercantile agencies; one hundred and twenty miles of sewers; one hundred miles of electric street railroad; fifty-five miles of paved streets; two hundred and ten miles of county turnpikes; artesian water of very best quality and an unlimited quantity; most healthy climate and a death rate of only 12.62 per thousand of resident population; stands sixth in health list of the census of 1890; four hundred and fifty manufacturing enterprises; volume of business in 1899 (estimated) \$250,000,000.

VICKSBURG.

A sufficient hint of what Vicksburg has to present is given in quotations from the local papers of that city appearing in the composite article in this issue, entitled "Echoes From the Southland."

The following letter will show what the people of that historic city propose to do for the editors:

Vicksburg, Miss., January 31, 1900.

B. B. Herbert, Esq.,

President National Printer-Journalist Co.

Dear Sir: I have delayed answering your letter of the 18th until the committee formed for your entertainment here could arrive at some definite conclusions. The committee had a meeting yesterday, and agreed to tender you a special train on which to visit the National Cemetery; also to give your party a trolley-ride around the city, or as many of them as could be accommodated conveniently. The committee also suggests that you name some hour, say about 12:30 noon, at the hotels where the citizens generally could call upon the visitors and pay their respects to them. Of course the hours for the several excursions in contemplation can only be fixed when it is ascertained just what time you propose to arrive and depart, and the committee will try and conform their arrangements to the convenience of the visitors. When plans are complete we shall be glad to hear from you respecting your trip to Vicksburg. Hoping then to renew our acquaintance, I remain,

Yours respectfully,

E. C. CARROLL,
Business Manager.

After our January number was in print, letters from President R. H. Henry reached this office adding to the program as printed a supper and reception at Baton Rouge, the interesting capital of the State of Louisiana.

The local Bachelors Club, of Jackson, have also taken under their direction the presidential reception.

Secretary J. M. Page has also notified the National Printer-Journalist that General Passenger Agent McCormick, of the Southern Pacific, has tendered to the editors an excursion to Southern California and return. The arrangements for this delightful trip will be completed at New Orleans. Any member of the National Editorial Association who, by any chance, has failed to receive a copy of the January issue of this paper containing the program of and arrangements for the convention in detail will be furnished with an extra copy on application by

letter or postal card to this office. These matters are so fully given in the extracts from papers of Louisiana and Mississippi, printed in this number, that it was not thought necessary to reprint here, as had been at first intended, the program.

I. H. Levy, of Eutwa (Alabama) Mirror, suggests that it would be a very pleasant arrangement for the delegates from each association to the New Orleans convention to supply themselves with a sufficient number of ribbon badges to exchange with delegates from other States. There will be between three hundred and four hundred delegates, so that if each delegate procures a full set that many badges would be required by each.

NEW JERSEY DELEGATES.

H. C. Page, Executive Committee Member, Herald, Bay-ome; H. E. Pearsoll, Standard, Westfield.

PENNSYLVANIA DELEGATES.

R. T. Wiley, Herald, Elizabeth; H. P. Snyder, Courier, Connellsville; James M. Laird, Argus, Greensburg; S. B. Cochrane, Tribune, Kittanning; R. B. McKee, Journal, Freeport; C. A. Stephenson, Star, Reynoldsville; J. H. Sheibley, Advocate and Press, New Bloomfield; A. Niven Pomeroy, Repository, Chambersburg; W. C. Kreps, Echo-Pilot, Greencastle; A. B. Burk, Ledger, Philadelphia; J. W. Maloy, Record, Lansdale; Deitrick Lamade, Grit, Williamsport; Mrs. J. W. Stofer, Chronicle, Elizabethtown; Hiram Young, Gazette, York; J. W. C. Austin, Time Table Record, York; Harry W. Brown, Splinters, St. Clair; Wm. Rodearmel, Correspondent, Harrisburg; J. Barton Cheyney, Ladies' Home Journal, Philadelphia.

MINNESOTA EDITORS' AND PUBLISHERS' ASSOCIATION.

B. B. Herbert, Esq.

Dear Sir: The following are delegates to the convention; H. G. Hays, Dispatch, Sleepy Eye; Irving Todd, Gazette, Hastings; Hon. H. I. Peterson, Independent, Litchfield; L. P. Hunt, Free Press, Mankato; S. Tiebby, Democrat, Little Falls; Chas. J. Berryhill, Review, St. Paul.

Yours truly,
F. C. LISTOE,
National Executive Committee.

OHIO EDITORIAL ASSOCIATION.

Coshocton, O., Jan. 15, 1900.

Mr. B. B. Herbert, Editor National Printer-Journalist.

Dear Sir: I have your favor of the 27th ult., and in reply would say that the officers of the Ohio Editorial Association are: R. B. Brown, President, Zanesville; John M. Amos, Vice-President, Cambridge; C. B. McCoy, Secretary, Coshocton; E. R. Alderman, Treasurer, Marietta.

Delegates to New Orleans Meeting of N. E. A.—J. F. Lanning, Ohio Legal News, Norwalk; E. L. McMillen, Chronicle, St. Clairsville; C. C. Fowler, Dispatch, Canfield; B. J. McKinney, Times, Marietta; J. P. Mahaffey, Herald, Cambridge; W. C. McClintock, Star, Lebanon; J. L. McIlvaine, Advocate, New Philadelphia; A. S. Hoffman, Buckeye, Troy; H. E. Alexander, Signal, Zanesville; C. U. Shryock, Post, Zanesville.

Alternates—J. H. Williams, Chronicle, Norwalk; A. R. Eversole, Republican, Lancaster; F. M. McKay, Journal-Gazette, Logan; W. J. McMurray, Republican, Wapakoneta; J. O. Amos, Democrat, Sidney; Edward Wetzler, Eagle, Lancaster; W. C. O'Kane, Buckeye, Troy; Frank A. Helley, Tribune, New Lexington; D. D. Taylor, Times, Cambridge; J. S. Harris, Leader, Caldwell.

Very truly yours, C. B. McCoy.

DELEGATES FROM IOWA STATE PRESS.

A. W. Lee, Ottumwa Courier; C. D. Hellen, Fremau-Tribune, Webster City; Ira Nichols, Sentinel, Iowa Falls; Paul Maclean, Gazette, Creston; F. T. Piper, Mail, Sheldon; Ralph Robinson, Journal, Newton.

Yours very truly,

C. M. JUNKIN.

TENNESSEE.

Columbia, Tenn., January 15, 1900.

Following is the list of delegates and alternates to the National Editorial Association Convention at New Orleans:

Delegates—J. W. N. Burkett, Dispatch, Jackson; W. H. Griffin, Democrat, Union City; E. E. Adams, President, Democrat, Lebanon; A. B. Pickett, Scimitar, Memphis; H. A. Hasslock, Secretary, Nashville; W. J. Ewing, American, Nashville. Alternates—R. J. G. Miller, Banner, Nash-

ville; Thos. Boyers, Examiner, Gallatin; W. B. Romine, Citizen, Pulaski; Cy Lyle, Comet, Johnson City; Walter Holmes, Commercial-Appeal, Memphis; W. D. Fox, Free Press, Murfreesboro.

Yours truly,
LYNCH PERRY.

ALABAMA.

Bessemer, Ala., January 16, 1900.
Mr. B. B. Herbert, Publisher Printer-Journalist, Chicago, Ill.
My Dear Sir: Have just got a list of officers of the Alabama State Association from the Secretary. They are as follows:

President, R. N. Rhodes, Birmingham; First Vice-President, W. E. W. Yerby, Greensboro; Second Vice-President, Tom Garner, Tuscaloosa; Secretary, J. A. Rountree, Birmingham; Treasurer, W. M. Bunting, Florence.

Very truly,
WM. H. H. JUDSON.
OREGON.

B. F. Alley, Evening Republican, Baker City, National Executive Committee; B. F. Irvine, Times, Corvallis; D. I. Asbury, Reporter, McMinnville; Carl O. Roe, Chieftain, Enterprise; Miss Rose D. Michell, Daily Chronicle, The Dalles; Miss Laura E. Jones, Watchman, Drain; A. W. Cheney, Courier-Herald, Oregon City; Charles Nickell, Times, Jacksonville; Albert Meyer, Welcome, Portland; Isaac Stern, Hebrew News, Portland; Ira L. Campbell, Daily Guard, Eugene; A. Noltner, Dispatch, Portland; Max M. Shillock, Evening Telegram, Portland; J. H. Zane, Reporter, Portland; Geo. Peaselee, Drug Review, Portland; Mrs. Elizabeth Roudebush, Forest Home Companion, Portland; Albert Tozier, Secretary State Association; James S. Stewart, President State Association; B. F. Alley, National Executive Committeeman.

CALIFORNIA.

F. B. Mackinder, Star, St. Helena; Paul H. Moore, Facts, Redlands; G. A. Oakes, Journal, Hawgards; F. W. Richardson, Times-Index, San Bernardino; D. W. Ravenscroft, Courier, Petaluma.

J. E. Barnes, Valley Echo, Ione; D. McPherson, Sentinel, Santa Cruz; W. C. Brown, Cypress, Monterey; C. H. Smith, Home Gazette, Los Angeles; Mrs. S. A. Horton, Home Alliance, Woodland; W. D. Ponnycook, Secretary State Association; J. F. Thompson, President State Association; Raleigh Barcar, National Executive Committeeman.

I enclose copy of list as I have forwarded it to J. W. Page.

Yours,
RALEIGH BARCAR,
Nat. Com.

I will attend probably.

SOUTH DAKOTA.

Kimball, January 22, 1900.
National Printer-Journalist, Chicago, Ill.:

Gentlemen—The following delegates to the National Association Convention at New Orleans next month were elected at the winter meeting of the South Dakota Press Association, held at Sioux Falls, January 18 and 19: C. C. Fletcher, Democrat, Aberdeen; C. F. Allen, Press, Brookings; Harry Wentzy, Press, Pukwana; C. E. Nevin, Standard, Plankinton; N. C. Nash, News, Canton; T. B. Roberts, Chronicle, Armour; J. F. Halladay, Chief, Iroquois; L. C. Taylor, Herald, Alexandria.

Very truly yours,
C. R. TINAN.

RHODE ISLAND PRESS CLUB.

Arctic, R. I., Jan. 19, 1900.
B. B. Herbert, Esq., Chicago, Ill.
Dear Sir: Following is the list of delegates from the Rhode Island Press Club to the New Orleans Convention: Frank H. Campbell, Daily Times, Arctic; Richard W. Jennings, Daily News, Providence; Walter B. Frost, The Manufacturing Jeweler, Providence; William H. Farrally, Phenix, Bristol.

Very truly yours, Frank H. Campbell.

NORTH CAROLINA.

Lexington, N. C., January 19, 1900.
Hon. B. B. Herbert, Chicago, Ill.:
My Dear Brother—The following is a complete list of the delegates from the North Carolina Press Association who will attend the National Editorial Association in New

Orleans, La., February 28, 1900; H. A. London and wife, Record, Pittsboro; H. T. King and sister, Weekly, Greenville; J. B. Sherrill, wife and sister, Times, Concord; Jas. L. Boylin and wife, Messenger, Wadesboro; J. B. Whitker and son, Sentinel, Winston-Salem; A. D. Watts and two sisters, Mascott, Statesville; Rev. T. N. Ivy and wife, Advocate, Raleigh; H. B. Varner and sister, Dispatch, Lexington; W. C. Dowd, News, Charlotte.

Yours fraternally,
H. B. VARNER,
Ex. Com. Nat. Ed. Asso.

PENINSULA PRESS.

Chestertown, Md., Jan. 16, 1900.

Dear Mr. Herbert:

The delegates named to the National Editorial Association Convention from the Peninsula Press are as follows: Dr. C. A. Grise, Peninsula Methodist, Wilmington, Del.; Wilson M. Tyler, Gazette, Easton, Md.; C. J. Freeman, New Era, Middletown, Del.; Howard Melvin, Journal, Denton, Md.; C. W. Kenney, Laurel, Del.

Yours truly, Fred. G. Usilton.

IOWA—UPPER DES MOINES.

Editor National Printer-Journalist, Chicago, Ill.:

Dear Sir—The following is a roster of the delegates from the Upper Des Moines Editorial Association of Iowa to the New Orleans meeting of the National Editorial Association, 1900: Harvey Ingham, Upper Des Moines, Algona; W. I. Branagan, Democrat, Emmetsburg; Geo. A. Nichols, Republican, Estherville; J. E. Randall, Champion, Whittemore; Paul E. Stillman, Bee, Jefferson; S. C. Platt, Sentinel, Iowa Falls; A. H. Barnes, Eagle, Eagle Grove; C. A. Roberts, Messenger, Fort Dodge.

Yours truly,
A. M. ADAMS,
Ex. Com. and Sec. U. D. M. E. A.

Humboldt, Iowa.



BUSINESS NOTES.

For the illustrations of Mississippi scenes, "In the Cotton Field" and "At the City Cotton Sheds Market Away Down in the Land of Cotton," appearing in "Echoes From the Southland" this month, we are under obligations to the "New York Life Insurance Co." They were sent to this office on the request of President R. H. Henry.

"The Law of Newspaper Libel" is done up in neat pamphlet form by D. M. Butler, of Lincoln, Neb. The readers of the National Printer-Journalist have had the pleasure of reading from time to time able articles on this subject from the pen of Mr. Butler. His knowledge is practical and he speaks from careful study of the law and of recent trials in courts and decisions of able jurists in many States.

The Chicago office of the Unitype Company has been removed to a splendid suite of rooms in the new Williams Building at 200 Monroe street. The Unitype, as indicated by the facts shown by the splendid advertising pages shown in this magazine for this month, is making rapid progress. The Western manager, Mr. Robert W. Leigh, is a thorough newspaper man, well and favorably known throughout the West and South and thoroughly informed as to the wants of newspaper offices.

The Chandler & Price Company of Cleveland, Ohio, present a very attractive page this month in which facts important to the users of printing presses are succinctly stated. The features of strength and durability in their platen presses, as well as in their cutting machines, cannot be too highly commended. The two are co-ordinate. Strength is an essential to good work and strength in material and construction insures durability. Good work and durability are essentials to the securing of net profits. A

press must be equal to any strain that may be necessarily put upon it and still bring even and perfect results. A machine that is constantly breaking down, getting out of order or that wears out in a few years rapidly dissipates all profits that are realized on work. There is, as a general rule, not sufficient thought given to this matter of wear and breaking down in the press room. The result is that apparently prosperous printers, busy all the time; overworked to keep up with the growth of their business and to buy new presses, find at the end of a half a dozen or more years that they only have a lot of worn and worthless machinery. The profits have dropped into a bottomless well because they tried to economize by buying cheap machinery.

It should always be remembered that to strength, weight properly distributed is just as essential as is proper mechanical construction in any other particular. The Chandler & Price Press has both weight and proper mechanical construction.

The old and well-known A. D. Farmer & Son Type Founding Company has gotten out many pretty and useful faces lately, among them Engravers Title, Abbey Text Italic and Bradford Old Style. The latter series has been received with great favor by the craft, being especially suitable for all kinds of newspaper advertising and job work. A lot of new borders are also among the late specimens.

Charles Austin Bates has purchased a \$60,000 building lot at 206 and 208 West Forty-third street (corner Broadway), Long Acre Square, New York, and will erect a sixteen-story, steel-construction, fireproof building. The building is to be ready for occupancy on or before October 1, 1900. The top six floors will be used for Mr. Bates' own business.

The engraving and electrotyping departments will be on the top floor; art and literary departments on the floor below; business offices, magazine and newspaper departments on the fourteenth; and printing, binding, addressing, shipping and storage on the eleventh, twelfth and thirteenth.

The ten lower floors will be let, preferably to publishers or those in kindred businesses, and will be divided to suit their convenience.

The building will have its own electrical plant for lighting, and for the large electric signs overlooking Long Acre Square.

Long Acre Square is formed by the intersection of Broadway and Seventh avenue and runs from Forty-third to Forty-seventh street. It is directly in the hotel and theater district.

WEALTH IN NORTHERN ARKANSAS

Is the title of an illustrated pamphlet giving detailed information relative to the mining region of Northern Arkansas, conceded by experts to be the richest zinc and lead mining district in the world. This district, practically undeveloped, offers investors the opportunity of a lifetime. The pamphlet will be mailed free. Address J. E. Lockwood, Kansas City, Mo.

SELLING PUBLISHING BUSINESSES.

Two years ago I opened offices in New York to handle Publishing Property—to sell a paper to the best advantage by bringing it to the knowledge of the right party in the right way, and at the same time help the buyer get what he can do best with.

It works well. My services are highly valued by both sellers and buyers. Have sold papers from Maine to California for from \$1,100 well up into six figures, and I think every one who has bought or sold through me is well enough satisfied to come to me again for similar service.

My knowledge of publishing values and principles gained from successful experience as founder of a prominent general newspaper and such trade papers as "Power" and "The Street Railway Journal," enable me to grasp the strong points of a proposition, getting the owner's point of view without the disadvantages under which the owner labors in trying to sell his own publication. Am in touch with many interesting buyers, deserve their frankness and know what they want and can pay for.

Correspondence is sought with such owners desiring to sell, and with such responsible buyers as will give me their confidence and deserve mine. References besides mercantile agencies upon application. Emerson P. Harris, 150 Nassau St., New York.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 25th of the month preceding date of publication. Cash must accompany order.

WANTED—A young man with a small amount of money to invest wants a position as manager or editor, or both, of a weekly or small daily paper in a town of not less than 5,000 population, in the South or West. Is a college graduate and has worked at the business from pressroom to editorial chair for twelve years. Address "R," care the National Printer-Journalist.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

LATEST REVISED PRICE LIST FOR THE ASKING.

THE CHEAPEST PLACE
TO BUY ENVELOPES IS AT
A. A. KANTOR'S, 194 WILLIAM ST., N. Y.

NOT IN THE TRUST

VERY SPECIAL

Second-hand but like new. Ye newspaper men of the 13 and 13½ cms measure, take notice—**STANDARD SET COMPOSING STICKS**, regular price, 75 cents. Our price, 25 cents.

CONNOR, FENDLER & CO., 56 Beekman St., New York.

Full stock of American Type Foundry Co.'s Type and Rebuilt Machinery of all kinds.

R. W. BISHOP.

JOHN IMIRIE, JR.

Bishop & Imirie

ATTORNEYS AT LAW
SOLICITORS OF PATENTS

605-607 SEVENTH STREET N. W.

WASHINGTON, D. C.

ST. LOUIS PHOTO ENGRAVING CO.

COR. 4TH & PINE STS., ST. LOUIS, MO.

ARE YOU GOING INTO BUSINESS?

If so, you need a

Business Education

And the best place to obtain it is at the



CORNER MICHIGAN AVENUE AND MONROE STREET.

This college occupies its own modern, commodious building; has an experienced faculty of teachers, and a practical course of study. For prospectus address

O. M. POWERS, Principal, 7 Monroe St., Chicago.

The Leading Printing Ink Manufacturers are

KAST & EHINGER

Makers of all kinds of

Lithographing, Printing and Fine Halftone Inks.

Printing Inks for Bookbinders.

Three-Color Process Inks a Specialty.

CHAS. HELLMUTH,

Manufacturing Agent.

Office and Factory, 46-48 EAST HOUSTON ST.

NEW YORK CITY ❀ ❀ ❀

Branch Office, 357 S. Clark Street, CHICAGO. Wells Building.

The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters

Advice on Technical Affairs

Hints on Every-day Work

Suggestions for Special Occasions

News of Printers and Printing

All about New Machinery and Appliances

Descriptions of Improved Methods of Work

Sample Jobs for "Lifting"

An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.

Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort Press; London: 1 Imperial Building, Ludgate Circus, E.C.

C. W. Crutsinger PRINTERS'

Manufacturer

❀ ❀ ❀ of

ROLLERS AND COMPOSITION.

18 NORTH SECOND ST.

❀ ❀ ❀ ❀ ST. LOUIS

Our Elastic Tablet Glue is the best on the market.

50 YEARS'
EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York.
Branch Office, 625 F St., Washington, D. C.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price.

Paper binding, lithographed cover, 25 cents.

Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,

Vanderbilt Building, New York.

"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.

"Interesting and profitable."—Baltimore Herald.

"Lively and sensible."—Philadelphia Evening Telegram.

"Handsome and clever."—New York Press.

"Should be read twice."—Cleveland World.

"Should be on the desk of every advertiser."—Cleveland Press.

"Best thing we have seen."—Buffalo Express.

"Most practical and helpful."—Minneapolis Journal.

"Every advertiser may read with profit."—St. Louis Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most interesting of all instructive books."—Buffalo Times.

"Full of ideas of value."—Cleveland Leader.

"Nothing humdrum or commonplace."—Buffalo Commercial.

"Full of snappy, commonsense hints."—Boston Advertiser.

"Striking and readable."—Baltimore American.

"Can not fail to prove interesting."—Pittsburg Press.

"Should be in the hands of every business man."—Philadelphia Ledger.



Tympalyn saves make ready
 SEND FOR DESCRIPTIVE PAMPHLET
 ARTHUR S. ALLEN, PRESIDENT. THE TYMPALYN CO. LTD.
 FORREST E. LOVEJOY, BUSINESS MANAGER. 28 HIGH STREET, BOSTON, MASS.

EXPERT OPINIONS.

The December, January, and February numbers of the National Printer-Journalist are to hand. I have had some opportunity to learn the merits of various similar publications, and I have no hesitancy in expressing the opinion that yours is the best of any of which I know. It thoroughly covers the field and meets the wants of publishers. It acts as a constant and strong stimulus to greater and more successful endeavor.—R. L. HAMMOND, Fremont, Neb., Feb. 14, 1899.

I wish to express my appreciation of the National Printer-Journalist by inclosing payment for one year's subscription. I have been a reader of the Journalist for the past seven or eight years. I now consider it as important in the success of my business as any part of the office. I assure you that with it I have the advantage of my competitors. The National Printer-Journalist has improved from year to year, and I wish it success in the future.—W. G. YATES, Pierre, S. D., March 2, 1899.

To California

VIA THE

Midland Route

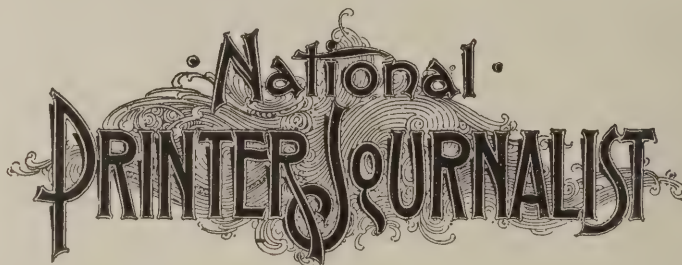
Via Omaha, Colorado Springs,
 Salt Lake City, Ogden,
 and San Francisco.

EVERY FRIDAY NIGHT

a through tourist car for
 San Francisco leaves the

Chicago, Milwaukee & St. Paul Railway Union Passenger Station, Chicago, at 10:35 o'clock, connecting with all trains from the East, carrying first and second class passengers for Colorado, Utah, Nevada, and all points in California. Reserve sleeping-car accommodations early. *Tourist car berth rate only \$6.*

City Ticket Office, - 95 Adams St.



OFFICIAL PAPER OF THE
 NATIONAL EDITORIAL ASSOCIATION.
 PRINTS THE PROCEEDINGS.

Faster than ever to California

Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

CHALK PLATES

Simplest, Quickest, and Cheapest Process
 of Engraving. . . Practically Infallible. . .
 Outfits, \$15 up. . . Catalogue of stereo-
 typing machinery, proofs, etc., free. . . .

HOKE ENGRAVING PLATE CO.

.....ST. LOUIS, MO., U.S.A.

FOREIGN OFFICES—Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

Chicago Ad Setting Co., Walter S. Parker, Manager, 142 Monroe St., Chicago.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

COPPER-FACED TYPE.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. Estimating, deduct spaces and quads.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotyping Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcutt Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See page 87 of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H. & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

PRINTERS' OUTFITTERS.

Kennedy, T. E. & Co., 414 East Pearl St., Cincinnati, printers' outfitters. Large stock second-hand machinery; sell Barnhart's type, Huber cylinders, Gordon and Universal jobbers, Brown & Carver cutters, and other goods; quote best prices.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co., sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

RUBBER STAMPS, SEALS, AND DIES.

Baumgarten & Co., Baltimore, Md.

TYPE FOUNDERS.

American Type Founders Co., greatest output, completest selection, most original designs. Send to nearest branch for latest specimen book.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co. Ltd., The, 28 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co., Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

WIRE STITCHERS.

Morrison, J. L. & Co., The, New York, London, Toronto. Write for descriptive circular.

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“No More Cheap News Ink for Me.”

THE newspapers of this country for the past two years have been solicited, drummed, and almost persecuted by Printing Ink manufacturers who, having no reputation and no sales for Fine Grades of Inks, have been forced by their necessities to obtain a market for that grade of Ink which is easiest made and turned out in largest quantities. The result has been that so-called “News” Inks have been offered at a price so close to the cost that the manufacturer has been unable to turn out a properly made article, and in consequence there has arisen the greatest dissatisfaction among newspaper publishers at the muddy appearance of their papers and the filling up of their fine type. We have determined to give newspapers an absolutely first-class, dense black News Ink, and charge a fair price for it. The quotation at the top of this page is taken from many letters we have received from newspaper publishers who have written us asking for a News Ink that “will work free and clean, and print black.” One of the best printed newspapers in this country—the New York Commercial Advertiser—is printed with Ink of our manufacture. Any newspaper publisher who thinks this paper looks better than his own, we will be very glad to furnish with quotations for the same grade. Publishers who are satisfied to use an Ink solely because it is “cheap” we think will find from experience that there is no real economy in using anything but the best that can be made. Why spoil good paper—the item of cost of which is very large—with poor Ink, when the difference in cost between a good and poor Ink is so trifling?

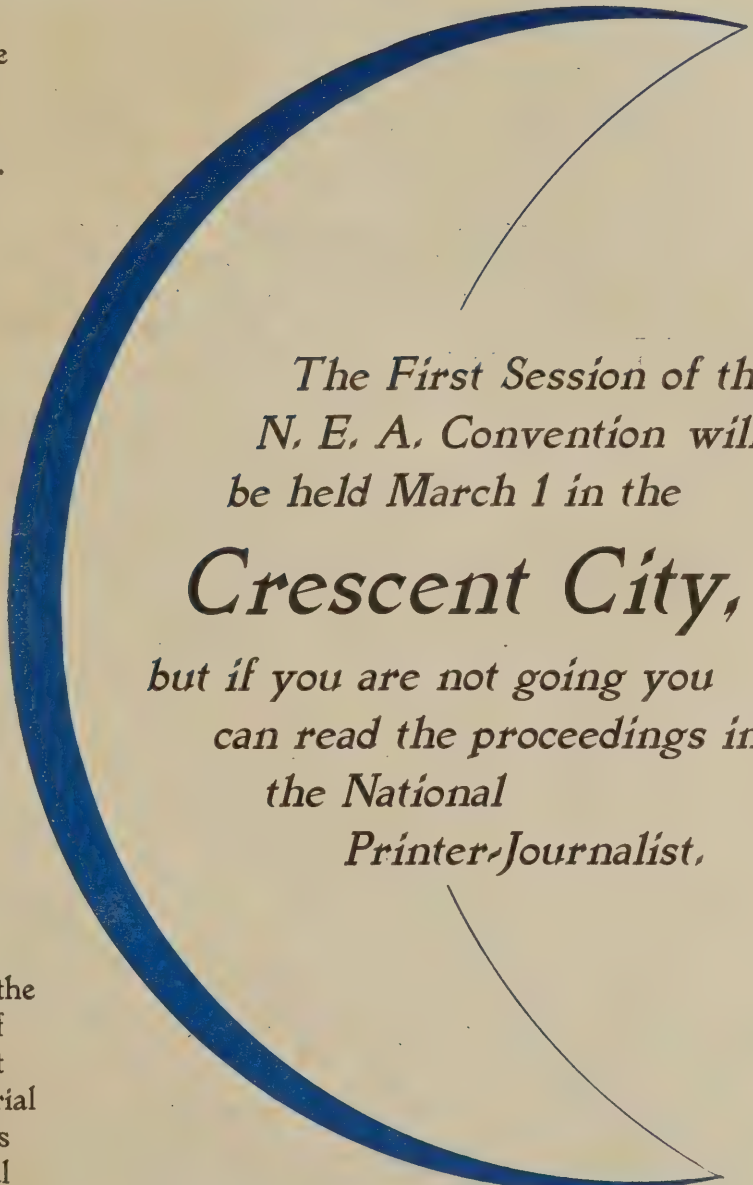
Fred'k H. Levey, Pres't.
Chas. E. Newton, Vice-Pres't.
Wm. S. Bate, Sec'y.

Fred'k H. Levey Co..

59 Beekman Street, New York.

The READERS of the National Printer-Journalist
are the OWNERS of newspapers and printing offices.

Official
Paper of the
National
Editorial
Association.



*The First Session of the
N. E. A. Convention will
be held March 1 in the*

Crescent City,

*but if you are not going you
can read the proceedings in
the National
Printer-Journalist.*

Reports of the
Meetings of
the different
State Editorial
Associations
are a special
feature.

An advertisement in the National Printer-Journalist
reaches the BUYERS of the article advertised.

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,
274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.

NATIONAL PRINTER- JOURNALIST

CHICAGO
MARCH
✦ 1900 ✦

VOL.
XVII
NO. 3.

SANDERS CO. ST. L.

AT THE
MISSOURI
PRESS ASS'N
MEETING
ST. LOUIS.



GEO. H.
BENEDICT & CO.
ENGRAVERS & ELECTROTYPERS
175-7 CLARK ST.
CHICAGO.



**J.W.
BUTLER PAPER
COMPANY**

**212-218 MONROE ST.,
CHICAGO.**

*"It's an ill wind that
bloweth no man good."*

March, 1900

Our Immense Stock of new, fresh Paper is going like the wind, because it is offered at the same price, or less than you pay for the uncertain kind. Our recent loss is your gain—if you avail yourself. Be timely wise.

Tympalyn

We refer you to pages 493 - 508 of Harper's Magazine cut overlay. We refer by permission to Messrs. Berwick & Smith, Mathews-Northrup Co., Buffalo, and Blumenberg Press, New York, all



*A RECENT LETTER FROM J. J. LITTLE, & CO.,
NEW YORK, IN DECEMBER, NINETY-NINE.*

"We have been using TYMPALYN upon one press for a number of months and find the results eminently satisfactory. Our experience has been that there is considerable saving of time in the make-ready and at the same time producing a better grade of work."

If you are about to place an order to your advantage to start it

A. D. FARMER & SON

Type
Founding
Company

163-5 Fifth Avenue
CHICAGO

63-5 Beekman Street
NEW YORK

ARE YOU

contemplating the enlarging of your office or putting in any new type or material? If so, write us for specimen sheets and prices. ❀ ❀ ❀ ❀

WE ARE

casting many new faces of Type and Borders, and have a large plant for making Brass Rule, Leads, Slugs, Metal Furniture, Brass Gallies, Stereo Blocks, etc. ❀ ❀ ❀ ❀

saves make ready

for March showing results with Tympalyn without the use of the ordinary Norwood, Mass., Rockwell & Churchill, Boston, J. J. Little & Co., New York, of whom are using Tympalyn.

FROM ROCKWELL & CHURCHILL, BOSTON, IN
DECEMBER, NINETY-NINE.

"Our use of TYMPALYN has covered a sufficient period of time to enable us to certify the merit claimed for it. We have no doubt of its permanent value."

for a new Cylinder Press it will be
with Tympalyn. We'll explain.

**The Tympalyn Co.,
Limited.**

**28 High Street,
Boston, Mass.**

ARTHUR S. ALLEN, — PRESIDENT
FORREST E. LOVEJOY — BUSINESS MANR.

THE NEW OPTIMUS.

Eighteen New Optimus Presses sold from February 1 to February 15, the day this advertisement was sent to the National Printer-Journalist.

Has only perfect delivery ever put on a press.

Distribution most complete.

Form and distributing rollers all one size and interchangeable.

Register absolute and perfect.

Impression very rigid.

Fastest two-revolution press on the market.

We court investigation.

Babcock Printing Press Mfg. Co., New London, Conn.

*Builders of the Optimus Two-Revolution, Dispatch Single-Revolution, Standard, Regular, and Reliance
Drum Cylinder Presses.*

C. A. COLLORD, Manager New York Office, 38 Park Row.

JOHN HADDON & CO., Agents for Great Britain, Bouverie House, Salisbury Square, Fleet Street, E. C., London, England.

For Sale by

MINNESOTA TYPE FOUNDRY CO., St. Paul, Minn.
GREAT WESTERN TYPE FOUNDRY, Kansas City, Mo.
ST. LOUIS PRINTERS SUPPLY CO., St. Louis, Mo.
GREAT WESTERN TYPE FOUNDRY, Omaha, Neb.

BARNHART BROS. & SPINDLER,

183 to 187 Monroe Street,

General Western Agents.

..... CHICAGO, ILL.

Descriptive catalogue, with prices and other information, furnished upon application.



WE MANUFACTURE NEWS INK

We make all the ingredients direct from the raw material.
We distill our own Oils and make our own Varnishes.
WE ARE THE ONLY FIRM IN THE WEST
who make their own Lamp Black. This enables us to
make a better grade of News Ink for 6 cents per pound
than other people charge 10 and 12 cents per pound for.

N
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I
N
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WE ARE
STILL
WAITING
FOR THE
FIRST KICK
ON OUR
NEWS INK.

Chicago
Printing Ink
Company

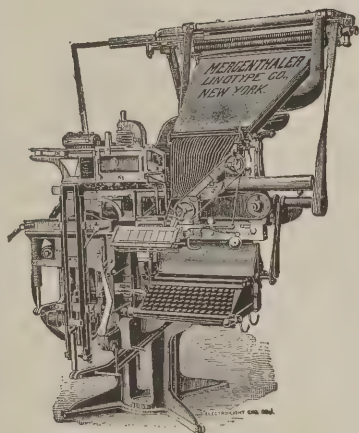
Grand Ave. and Rockwell St.
CHICAGO, ILL.

TRY IT,
AND
YOU
WILL
ALWAYS
USE
IT.

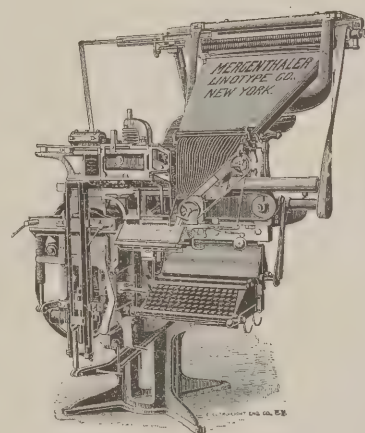
Sales & Increasing & Monthly

UP-TO-DATE METHOD OF COMPOSITION IS ACCEPTED
BY ALL & & UNIVERSAL ADOPTION NOW IN RAPID
PROGRESS & & NO SKILLED MACHINIST REQUIRED.

ONE SECRET OF LINOTYPE SUCCESS;

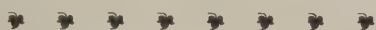


Linotype book composition
in New York City costs
19 cents per thousand ems;
hand composition costs
40 cents per thousand ems.
Both for corrected matter on
the galley—same proportion
..... everywhere.



OVER FIVE HUNDRED OFFICES
HAVE ONE MACHINE EACH.

MERGENTHALER **LINOTYPE CO.**
TRIBUNE BUILDING, & & & NEW YORK CITY.

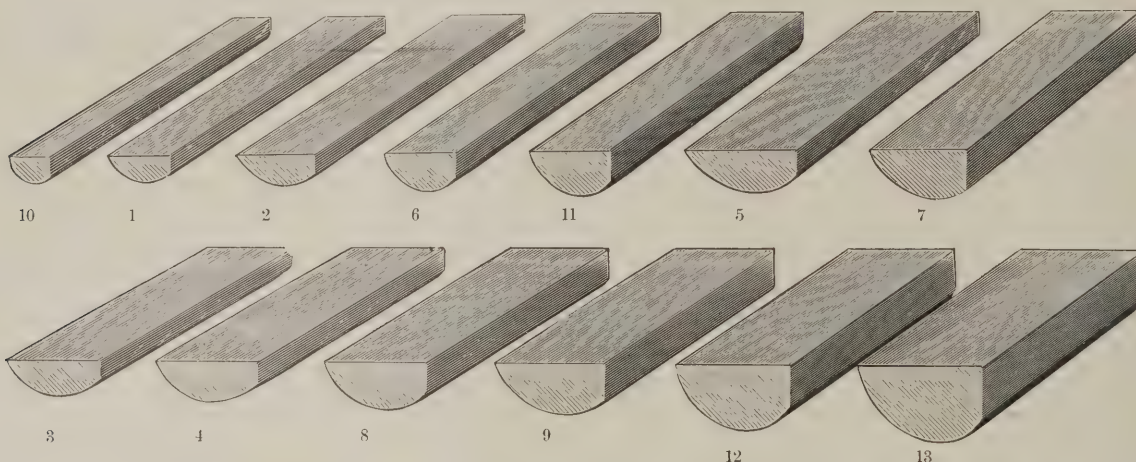


P. T. DODGE, President



Bookbinders' Supplies

WE desire to call the attention of Bookbinders to the superior line of our manufactures, and we can assure our customers that the same careful selection of materials and the same excellent workmanship enter into all our manufactures in this line which characterize our general line of Modern Printing Office Furniture, now well-known and in use in all first-class printing establishments.



Joint Rods for Bookbinders....

No. 1—Quarto, 18 $\frac{1}{4}$ in. No. 5—S. Royal 24 $\frac{1}{4}$ in. No. 10—Small Quarto, 18 in.
 No. 2—Cap, 18 $\frac{1}{4}$ in. No. 6—Cap, 18 $\frac{1}{4}$ in. No. 11—Medium, 18 $\frac{1}{4}$ in.
 No. 3—Demy, 20 $\frac{1}{4}$ in. No. 7—Demy, 20 $\frac{1}{4}$ in. No. 12—S. Royal and Medium, 22 $\frac{1}{4}$ in.
 No. 4—Medium, 22 $\frac{1}{4}$ in. No. 8—Medium and Royal, 22 $\frac{1}{4}$ in. No. 9—Imperial, 24 $\frac{1}{4}$ in. No. 13—Imperial, 24 $\frac{1}{4}$ in.

THESE Joint Rods are made of hardwood and they are true and accurate. Unless otherwise ordered they are cut in lengths as given above, which allows about $\frac{1}{4}$ inch for overlapping ends of book. Order by number.

PRICE, 75 cents per dozen, any size.

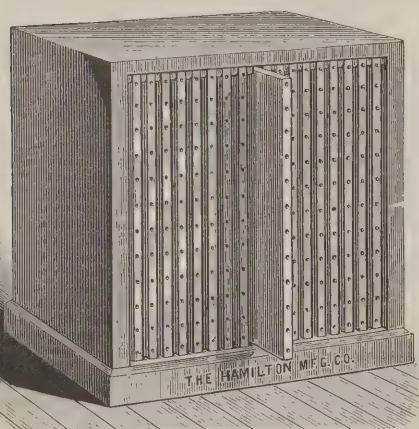
Brass-bound Press Boards

OUR Brass-bound Press Boards are made of thoroughly seasoned, kiln-dried cherry, bound with extra-heavy hard brass, with folded corners and rounded edges. The brass binding strips are fastened with brass screws placed closely together. We guarantee them to be fully equal if not superior to any board ever placed on the market. All boards can be returned if not just as represented. We give price here of but one size, the standard size, 16 x 24. We can furnish, however, any size desired at proportionate price, and will quote on application.

PRICE (subject to usual discount):

16 x 24 inches, each,	\$2.75
Case to hold 18 boards,	5.00

Special quotations furnished on large orders.



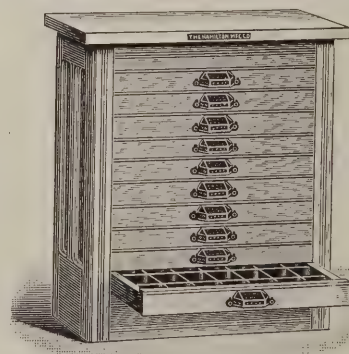
Eighteen Brass Bound Press Boards in Case.

Bookbinders' Cabinet

MADE of best seasoned cherry, with bronzed pulls on each case, and highly finished. The cases are made in exactly the same style as printers' cases, and they are the same size and proportioned like one-half of the regular printers' cap case. These cabinets occupy a space of 20 x 20 inches, and may be put on or under a bench. "A place for everything and everything in its place" is a rule bookbinders should live up to, and these cabinets will enable them to do so.

Cabinet with 6 cases, weight 75 lbs.	\$ 8.00
" " 10 " " 110 "	12.00
" " 15 " " 150 "	16.50

(Subject to usual discounts.)



THE HAMILTON MFG. CO.

Main Office and Factory, - - TWO RIVERS, WIS.
 Eastern Factory and Warehouse, - MIDDLETOWN, N. Y.

.....SEND FOR OUR COMPLETE CATALOGUES.....

ADVANCE

PLENTY OF IRON PROPERLY PLACED

Lever

THE EASY KIND

Paper

ALWAYS CUT TRUE

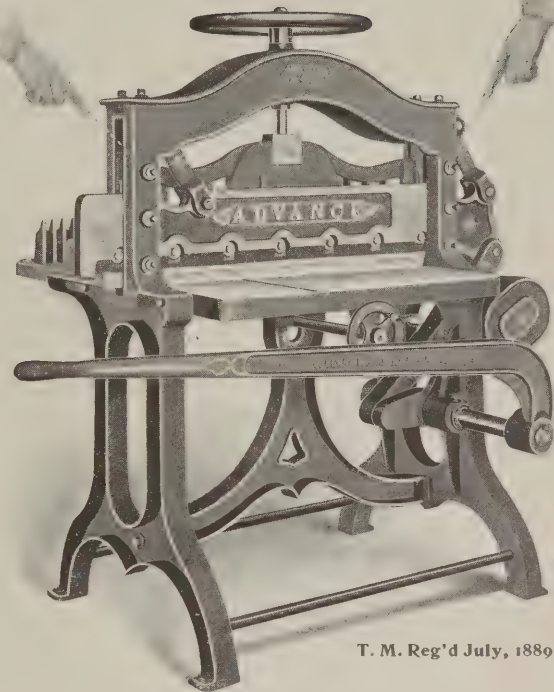
Cutters

PRICES WILL SUIT YOU

We also manufacture
the popular

ADVANCE
POWER
CUTTER

30 and 33-inch.



T. M. Reg'd July, 1889.

Six Sizes: 16, 19, 22½, 25, 30, and 33-inch.

Our illustrated circular describes
them. Send for one

For Sale by Dealers Everywhere

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

THE TWENTIETH CENTURY SUPERIOR ELECTRIC WELDED CHASE.

WHAT USERS SAY OF IT:

"Electric welded chases are the best we have ever used. They are everything that you claim for them."—THE AMERICAN PUB. COMPANY, Owosso, Mich.

"GENTLEMEN: Some time ago we bought from you several pairs of your electric welded chases, and would like to express our satisfaction with them. We find them very true, firm, and perfectly welded, and by far the best chase we have ever used, and we have given them a severe test. We certainly would recommend them to any one wishing to purchase a first-class chase."—REPUBLICAN Ptg. COMPANY, Iowa City, Iowa.

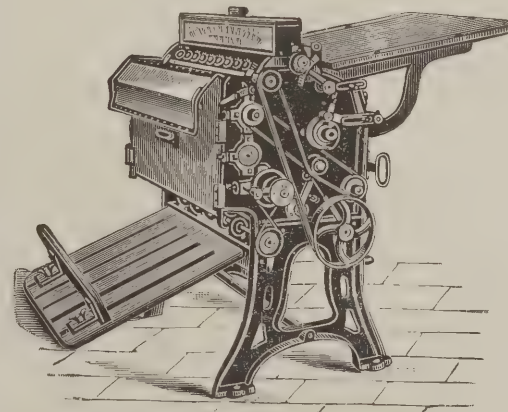
"GENTLEMEN: When on receipt of a new dress of type from you for the Banner I received the electric welded chases, I was at once satisfied that they will prove a success. Since then I am bound to say I have found them fully up to my expectations in every respect—in fact, I regard them as the best chase I have ever seen in the many years I have had anything to do with the printing business."—H. MAHRAUN, Iowa Banner, Iowa City, Iowa.

"GENTLEMEN: Am using four of your electric welded chases and find them better than anything I have ever handled. The four when placed one on top of the other lined up so perfectly that it demonstrates the absolute accuracy of the manufacture. In your 'Points of Superiority' you say nothing about the economy of these chases. They will certainly outlast a half dozen of the old style."—C. E. STEWART, Editor Williamsville Times, Williamsville, Ill.

Manufactured in the West exclusively by
Barnhart Bros. & Spindler. For sale by
all Agents, Typefounders, and Dealers.

BARNHART BROS. & SPINDLER,
Typefounders and Electrotypers, Chicago, Ill.

THE EMMERICH Improved Bronzing and Dusting Machine



SIZES:

12 x 20
14 x 25
16 x 30
25 x 40
28 x 44
34 x 44
34 x 50
36 x 54
40 x 60

Over 1,800
Machines
in use.

SPECIAL BRONZING MACHINES are made for bronzing heavy paper stock, such as Photograph Mounts, Mats, Sheet-metal, etc.

We also manufacture an excellent Roughing Machine, for embossing Tablet Covers, Color Prints, etc.

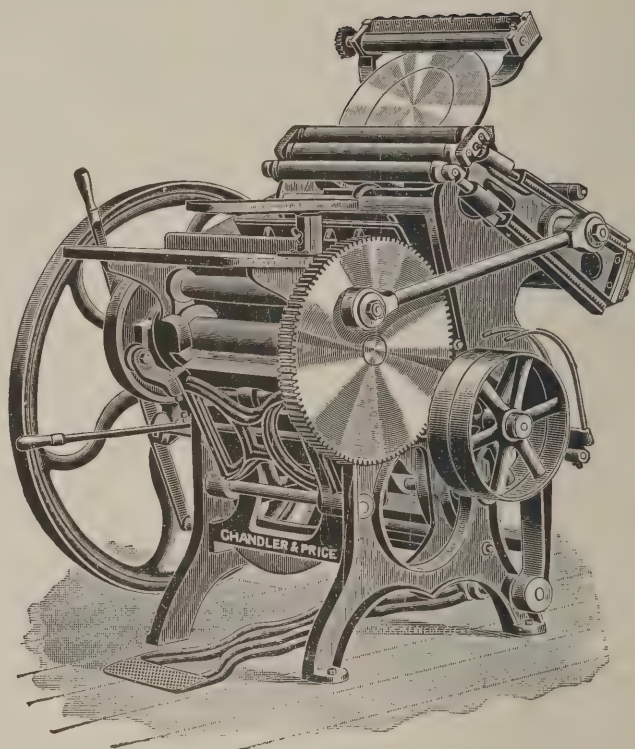
EMMERICH & VONDERLEHR,
...191-193 Worth St., New York.

Write for Prices and Particulars.

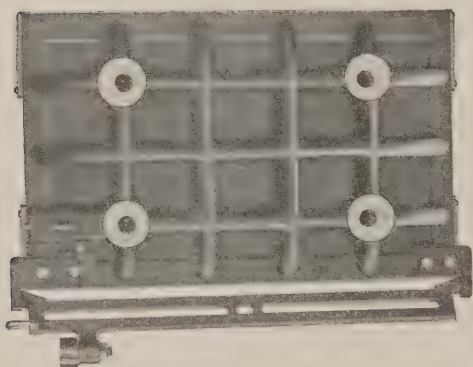
Strength

IS AN ESSENTIAL OF A
PERFECT PLATEN PRESS.
IT IS ONE OF THE LEAD-
ING CHARACTERISTICS OF
===== THE =====

CHANDLER & PRICE..... **JOBBER**

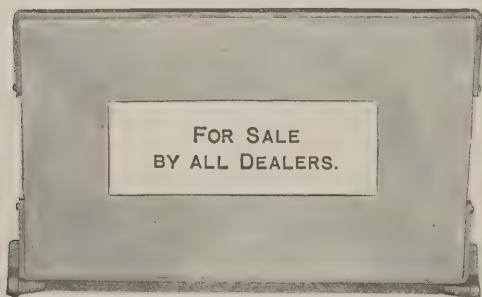


ONE  REASON



Thickest at point of greatest strain.

IS FOUND in the construction of the platen. It has more metal than the platen of any other make of Gordon presses. The construction is convex, heavily ribbed, and thickest in the center at the point of greatest strain—as shown in the illustration. The tympan rests on a perfect surface and the gripper bars and platen ears are of malleable iron, a metal much tougher and more expensive than cast iron. The construction secures firmness, rigidity, perfect impression—making possible perfect register and perfect work in every way besides insuring



Durability

ONE OF THE CHARACTERISTIC
AND ECONOMIC FEATURES OF
THE CHANDLER & PRICE PRESS.

STRENGTH AND DURABILITY, WITH PERFECT MECHANICAL CONSTRUCTION, MAKE A PRESS ALWAYS READY AND EQUAL TO ANY DEMAND OR ANY EMERGENCY.

=====

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, , , , , OHIO, U.S.A.

Sanders

ENGRAVING

Co's

New Location.

WORKS 707, 709 & 711 PINE ST.

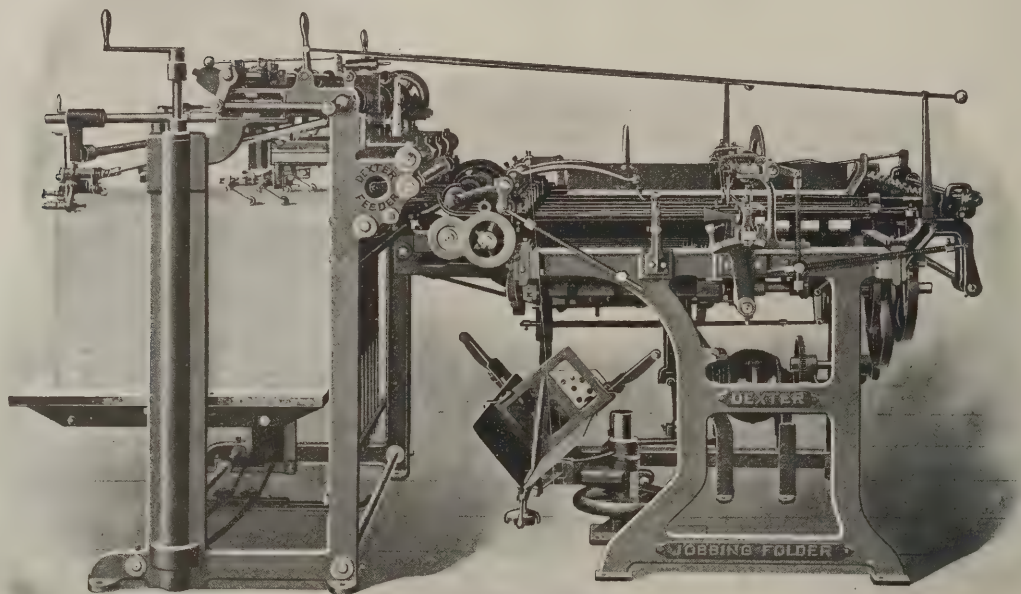
OFFICES

HOLLAND
BUILDING.
ST. LOUIS, MO.



DEXTER**FOLDERS
FEEDERS****RAPID DROP ROLL JOBBING FOLDER
WITH AUTOMATIC FEEDER ATTACHED**

*Equipped with
Automatic
Mechanical
Points,
Perforators,
Adjustable
Packing Box,
Pasters*



CHICAGO—315 Dearborn Street
NEW YORK—127 Duane Street
LONDON—46 Farringdon Street

Dexter Folder Co.
PEARL RIVER, N. Y.

THE

WILLIAMSON-HAFFNER

ENGRAVING CO.

ESTABLISHED 1872

Phone 502

1633 ARAPAHOE ST.

DENVER

OUR CUTS TALK

DESIGNERS
HALF-TONE
ZINC ETCHINGS
3 COLOR
PROCESS



LIKE A GOLDEN SETTING
to a Rare *Jewel*, a *Good Design* enhances the Value of *Good Copy* for an *Ad.* or *Catalogue*. Be the Copy ever so Good the *Design* will make it *Better*. * * * * *
OLD STYLE is the Latest of Good ideas in Designing. Good Examples of that Style, by a House First Class in executing it, are the *Department HEADINGS*

made by the **ILLINOIS ENGRAVING CO.**

346-356 DEARBORN ST. CHICAGO U.S.A.

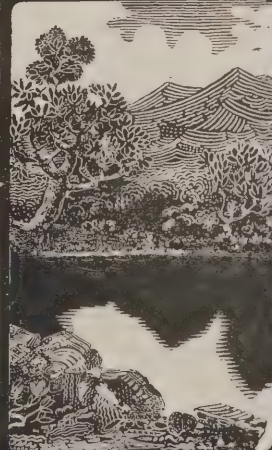
Illustrators * Designers * Makers of
HALF TONE, ZINC, WOOD & WAX ENGRAVINGS. Special Department for Booklet, Catalogue & Ad. writing *

The **HALFTONE** was unknown in the Old^{er} Time.



With all their Beauty of Method and Simplicity of Line, the Old^{er} Time Artists would have found it difficult to have done Justice to ^{the} Above.

The **PICTURES** for Books were mostly Woodcuts



ART & SCIENCE ASSORBED IN THE RESULTS OF THEIR COMBINED EFFORTS

BEFORE PLACING YOUR ORDER
HEAR US
THE BEST IS THE MOST ECONOMICAL
IN THE END

BLOMGREN-BROS-&CO
ENGRAVERS AND ELECTROTYPERS
LONG DISTANCE PHONE - M - 548 175 MONROE ST. CHICAGO, ILL.

THE VITAL POINTS

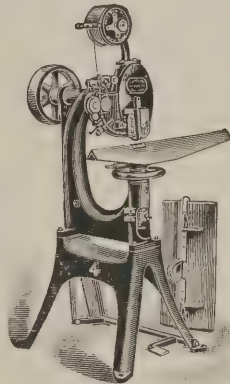
TO BE CONSIDERED BY A PRINTER
OR BOOKBINDER IN SELECTING A
WIRE STITCHING MACHINE

ARE...



*DURABILITY OF CONSTRUCTION,
POSITIVENESS IN ACTION,
SIMPLICITY IN OPERATING.*

OUR
WIRE
IS
ALWAYS
GOOD.



Capacity:
One sheet to $\frac{1}{2}$ inch.

OUR NEW PERFECTION

No. 4 HAS ALL THESE
AND MANY MORE.

Write for folder and further information to

THE J. L. MORRISON CO.

NEW YORK. LONDON. TORONTO.

MONON ROUTE
4 TRAINS DAILY BETWEEN
CHICAGO INDIANAPOLIS & CINCINNATI
2 TRAINS DAILY BETWEEN
CHICAGO & LOUISVILLE
PARLOR and DINING
CARS on DAY TRAINS
PALACE SLEEPING
CARS on NIGHT TRAINS
FRANK J. REED, Gen. Pass. Agt.
CHAS. H. ROCKWELL, Traffic Mgr.
W. H. McDOEL, Pres & Gen Mgr.
DEPOT DEARBORN STATION CHICAGO

ONLY LINE TO THE FAMOUS HEALTH RESORTS
WEST BADEN & FRENCH LICK SPRINGS

ASK ANY experienced user of writing machines which one is unquestionably the best known because the oldest, most durable, easiest to run, and to get operators for.

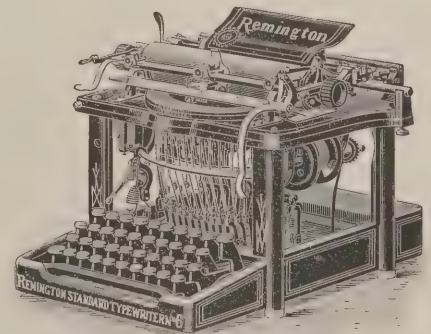
The answer will invariably be the

REMINGTON

Standard

TYPE-

WRITER.



Wyckoff, Seamans & Benedict,
327 BROADWAY, - - NEW YORK.

F. A. RINGLER & CO.

HIGHEST AWARD
RECEIVED AT THE
WORLD'S
COLUMBIAN EXPOSITION



26 & 28

PARK PLACE

TO

21 & 23

BARCLAY ST.



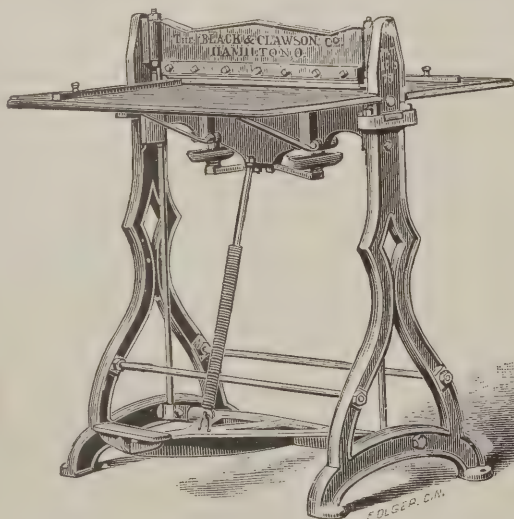
**ELECTROTYPERS,
AND PHOTO-PROCESS ENGRAVERS.**



NEW YORK.

THE BLACK & CLAWSON CO.
HAMILTON, OHIO, U.S.A.

BUILDERS OF



Foot and Belt Power Perforators.

Saturating and
Coating Machines.

INK
MILLS.

Paper and Pulp
Mill Machinery.

PARTICULARS UPON REQUEST.

**National
PRINTER-JOURNALIST**





“CUTS”

The term “Cut” is used by the public to designate any kind of a printing plate, as, a halftone cut, a zinc cut, wood cut, etc. A cut may be bad or good in more ways than we can discuss here. Before everything else, it should have one quality, that of printing well: lacking that, it fails of its purpose utterly. We make every cut we turn out a practical printing plate, no more than every engraver ought to do. We are practical advertising and catalogue men, that was our business before engraving. For commercial purposes, catalogues, etc., we make cuts that sell goods, group articles attractively, economize valuable space, show an object, a piece of machinery, a device, or an article of apparel, to the best advantage, bringing out the detail or the artistic effect or both. We have a great organization here at your disposal. Write us about your business. Perhaps we can make your engraving pay better.

THE PRINTER.

BARNES-CROSBY CO.

ARTISTS — PHOTO-ENGRAVERS — ELECTROTYPERS

TIMES BUILDING, Washington Street and Fifth Avenue, CHICAGO

Southwestern Branch — 610-611 Mermod & Jaccard Building, St. Louis, Missouri.

The Simplex One-Man Type Setter...

*Is in successful
operation in*

23 States



LET ITS -
USERS - - -
TELL WHY



"It is without doubt the greatest money-saver I know of."—*W. J. Oatman, publisher Sunday Call, Pittsfield, Mass.*

"The Simplex is doing splendid work for us, and we are highly delighted with it."—*H. L. Rann, Press, Manchester, Iowa.*

"It would take double its cost to induce me to part with my Simplex if I could not get another."—*J. W. Darrow, Courier, Chatham, N. Y.*

"If I had purchased my Simplex six months ago I would be \$600 better off today."—*J. F. Lindsley, Morris County Chronicle, Morristown, N. J.*

"The average output of our one operator for the last four weeks was 3,265 ems per hour—the work of four hand compositors."—*Sunday Globe, Hartford, Conn.*

"The Simplex is saving me from \$50 to \$60 per month, besides adding fully \$75 per month to my advertising income."—*E. S. Ela, Herald, Manchester, Conn.*

"Two of our compositors are doing on the Simplex the work of six hand compositors and will do better when they become more expert."—*Braddock Publishing Company, Braddock, Pa.*

"And the man who would attempt to remove the Simplex Type Setter from the Journal office, were we unable to get another, would be shot on the spot instantan."—*Daily Journal, Mattoon, Ill.*

AND THESE ARE ONLY A FEW OF MANY SIMILAR REPORTS.

===== FOR CATALOGUE AND FULL PARTICULARS ADDRESS =====

THE UNITYPE COMPANY,

HERBERT L. BAKER, General Manager.

200 Monroe Street,
CHICAGO.

150 Nassau Street,
NEW YORK.



SHOWPAGES TO INTRODUCE THE CAMELOT OLD STYLE SERIES MADE BY AMERICAN TYPE FOUNDERS CO.



A MORE ELABORATE SHOWING OF THIS SERIES IS BEING FORWARDED THROUGH THE MAILS
BUT ORDERS ARE NOW RECEIVABLE AT ALL BRANCHES AND AGENCIES OF THE COMPANY

AMERICAN TYPE
FOUNDERS COMPANY

THE LEADING
DEALER IN PRINT
ING MACHINERY
AND MATERIAL



BRANCHES IN THE PRINCIPAL PRINTING CENTRES
THROUGHOUT THE
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FINE PRINTING
INKS

EVERY REQUISITE OF
THE MODERN PRINTING
OFFICE AT RIGHT PRICES

READ
THE FOLLOWING

IN THE CARD JUST
OPPOSITE THIS ARE
SHOWN THE EIGHT
SIZES COMPRISED IN
THE SERIES. ALL ARE
NECESSARY, AND IT
DEMONSTRATES, IN
FORCEFUL MANNER,
THE UTILITY AND
COMPLETENESS OF
THIS SERIES, IN ITS
ENTIRETY, FOR THE
PRESENT STYLES OF
GOOD TYPOGRAPHY

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BY AMERICAN TYPE FOUNDERS COMPANY



CAMELOT
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POPULAR
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THE IMPRESSION
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CREATE IMPRESSIONS
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AMERICAN
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1900

Camelot Old Style is the latest of our unique letter designs, and, as has been characteristic of the many new faces preceding, it stands without an equal in the classes of work for which it is made. Printers will observe that there are but eight sizes in the series; there is not one superfluous type; not a lacking feature



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SEVENTEEN branch salesrooms of this leading printers' supply concern of the world are distributed throughout the United States, one each in the centre of every business district of importance. In foreign countries there are also established centrally located selling agencies. All the popular and standard type faces in use or required by modern printers are obtainable at all times from the nearest of these points to your place of business. Camelot Old Style is our latest production, and has an exceptional range in the classes of work for which it was designed, in the eight sizes now ready for distribution. The specimens introduced are sure to enlist the best of the sizes in something in almost the one about size and which more sizes in eight sizes, a

ld enlist
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printer,
es both
for best
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KNIGHTS AND THEIR MAIDS OF CAMELOT

SOME MYTHICAL RELATIONS CONCERNING A
PREPOSTEROUS EPISODE IN THE LIFE OF LADY
LANCELOT WHILE SOJOURNING AT CAMELOT



KING ARTHUR'S COURT



SOMETIMES a troop of damsels glad,
An abbot on an ambling pad,
Sometimes a curly shepherd-lad,
Or long-hair'd page in crimson clad,
Goes by to tower'd Camelot;

And sometimes thro' the mirror blue,
The knights come riding two and two,
She hath no loyal knight and true,
The Lady of Shalott.
— Alfred Lord Tennyson.

CAMELOT OLD STYLE TYPES

Patent and Register Applied for

6 Point 24A 50a \$2.50

BECOME KINGS AND PUT OFF IN DELAY UNTIL THE FEASTS OF PENTACOST
THEN THE ARCHBISHOP BY MERLIN'S PROVIDENCE ALLOWED THE GROUND

Lower case font \$1.40

On either side of the river lie long fields of barley and of rye, that
clothe the wold and meet the sky; and through the field the rivers

8 Point 20A 44a \$3.00

AND AS ARTHUR SPED BEFORE, SO HE DID PERSEVERE, YET THERE
WERE SOME GREAT LORDS HAD INDIGNATION THAT HE SHOULD

Lower case font \$1.55

For there were at that time the most enchanting pictures
hanging upon the castle walls of Camelot; priceless and

10 Point 18A 40a \$3.50

BUT NONE MIGHT REMAIN THEREIN WITH SWORD

Lower case font \$1.95

Beautiful Maidens Roaming Cheerily Onward

12 Point 16A 36a \$4.00

KNIGHTS AND LORDS CAME THERE ANON

Lower case font \$2.10

Sometimes Skirmishing Around Camelot

18 Point 12A 18a \$4.25

BECAUSE SOME ADVENTURED

Lower case font \$1.95

Many Broader Lands Painting

24 Point 10A 15a \$4.50

FORTUNE AND HONOR

Lower case font \$2.10

Honest Exact Guardian

30 Point 8A 12a \$5.00

DAMOSEL RESCUED

Lower case font \$2.35

Legions in Combat

36 Point 6A 10a \$5.50

PROUD BARONS

Lower case font \$2.60

Destroy Invader

FOR SALE AT BRANCHES OR AGENCIES OF THE

AMERICAN TYPE FOUNDERS COMPANY

WHEREVER THE PRINTERS' ART IS MOST PRACTISED

NATIONAL PRINTER JOURNALIST

*A Journal for
printing and Allied Trades*

VOL. XVII.

CHICAGO, MARCH, 1900.

NO. 3

The Needs of the Hour.

“freedom to Stand Alone.
Sanity to See a Brother's Needs and Worth.
fraternism to Lift Him Up.”

BY WALTER WILLIAMS, COLUMBIA, MO.

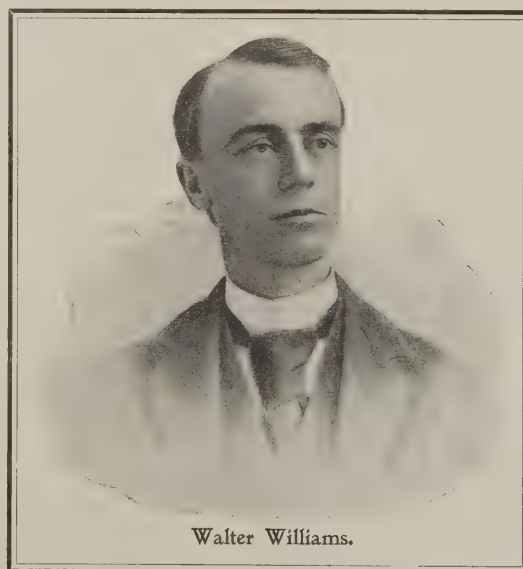
THIS is the best day in the world's history. Never before did Light shine so largely and Love shower so lavishly upon the dark and desolate places. The golden age is in the future, not the past and we tread upon its very threshold. With some, God's providences are like an arched sky. Away back yonder they touch the earth at the earth's dawn and away off yonder they are expected to bend down to earth in benediction at the earth's evening time but to-day, in this broad noon hour, the stars are further removed than at the horizon of either twilight. Not so. God's providences are over His children at this hour as always and the man who stands erect to-day is as close to the benison of His bending sky as he who was in Eden's garden fair or will be in the far millennium.

To realize the beauties, benefits and opportunities of life there must be Freedom. Slavery shackles brain and heart as well as limbs. The hour needs Freedom first of all.

Prejudice governs. The claims of party and of sect keep back from noble action. Tradition dogs our steps. We walk in devious paths because our fathers did. We think in grooves which ancient philosophers set. The streets of Boston were staked out by cows running wild upon the commons and through the thickets. Our creeds of church and State oftentimes were made in early wanderings on barren wastes and down valleys where the sun of truth shone not. Because of slavery which we call by high sounding names like loyalty and orthodoxy and patriotism we cling to creed of church and constitution of State. No one

would care to discard what's true because 'tis old. Nor should one hold to the false because his fathers did.

Freedom is the noblest heritage of man. To think the truth, to teach the truth, to act the truth, is the highest



Walter Williams.

mission. Freedom means independence. It means individuality. It means control by conscience not by crowds. Sheep may follow blindly their leader over mountain and through mire. Is not man better than a sheep? Leadership is

necessary for the advancement of every army for humanity's upliftment. But leadership does not necessitate slavery or submission. The final arbiter of each man's creed and conduct must be, under God, himself. In matters of thought and duty the individual soul is its own supreme court.

Religious freedom came glimpsing its way when Luther lived. Political freedom was measurably won by Washington. We struggle now for industrial freedom and personal independence. Clear the dead branches which lie across the path to-day. Humanity's hope is in the aftermath.

But Freedom must not mean license. When the halter of slavery is severed the bridle of self-control should take its place. If Freedom be the first need of cowardly man to-day Sanity is the second.

No brain, neurologists tell us, is balanced with exactly even hand. Exaggeration enters into every mind. There is abnormal development or depression in some part. Hence vision is distorted, misunderstanding caused, misconception given birth. The sense of proportion is in many atrophied.

Sanity places all things in right relation. It does not exalt one commandment at the expense of another. It metes out justice with unbiased scepter. It is not led astray by sensuality within or popular clamor without. It will not look at things equally deserving through different ends of the telescope. Sanity observes accurately, thinks clearly, acts judiciously. The Digger Indians flatten their heads and the Chinese bind their feet. Too many Americans apply similar methods to their brains and hearts.

Insanity is narrowness. Insanity is cloudiness of mind. Sanity means broadness, clearness, open-mindedness. Sanity unlocks the doors to every new and noble thought. It keeps open house for truth. It does not lose its head nor topple over when the unexpected comes. Sanity is a foe to dwarfing specialism. "He was born a man but died a grocer," is the epitaph on a French tombstone. He was born a man and died a lawyer, preacher, farmer, partisan, might truthfully be said of scores in this republic. Sanity keeps man man.

Freedom discovers the individual. Sanity causes him to weigh aright his neighbor's worth. Fraternism puts discovery and insight into action. The third need of the hour is this.

The world tried Ecclesiasticism. Spain totters to its fall because of Ecclesiasticism. The world tried Imperialism. Napoleon dying on a lonely ocean isle shows its failure. There are some who would substitute Socialism as a panacea universal and some Anarchism. The one means too large government and the other too little. The one magnifies the State and the other magnifies the mob. Commercialism stalks the world to-day. It is the golden calf and many fall worshiping at its feet. It, too, will be found wanting. Only Fraternism will cure. Only the spirit of brotherhood will bring peace from conflict, joy from gloom, prosperity from poverty alway.

The hour needs this spirit shed abroad. It needs less talk of war and wreckage, of ten per cent and trusts, and more of brotherhood. Then will the clock strike and the golden age have dawned.

Three-fold are the world's needs to-day for individual and society at large. Freedom to stand alone. Sanity to see a brother's needs and worth. Fraternism to lift him up.

But if Freedom and Sanity and Fraternism are the world's needs they are in special sense the needs of every

editor. Rightly understood the editor is the world's prophet, priest and guide. He governs by headlines and molds by news note and paragraph. His is a high estate. When he abdicates his independence he falls impotent and cowering.

Above all else the editor, dwelling in city or in country town, must be free. The newspaper, particularly the country newspaper, is simply the lengthened shadow of one man. The effect of its influence depends not upon circulation, on size of page or of town, on cleanliness of typography and beauty of press work, but on the brains and conscience of one free man. Those other things help but brains and conscience plus freedom make the influence felt. Eternal vigilance is the price of a good newspaper. Independence of thought and action is the basis of an influential one. Given a clear head, a sound heart and independence and an editor's words will count for something. And the greatest of these three is independence. To be useful in the largest sense the dollar idea must not control the editorial page. The court house domination must lose its power and the knotted cords of party whip be ever impotent to make an editorial slave. The editor must never be part of a machine. He must be all the machine. The ideal editor would be swayed by naught save unselfishness. "'Tis excellent to have a giant's strength but 'tis tyrannous to use it like a giant"—or a slave. With the growth of great corporations and the dwindling of great editors comes more and more the need of Freedom in the country press. There if anywhere opinions must be unbiased and unbought.

But the editorial need includes Sanity as well as Freedom. He must be fair as well as free. The newspaper profession draws cranks as sugar fascinates flies. The man with a hobby would make the local editor a hobby-horse. The man with a grievance would unload it across every page. For every scheme of cracked brain the newspaper is sought as vehicle or packmule. It requires clear-sightedness to detect the good and practical and to leave the concealed bad or openly visionary alone. No profession unless it be the art of healing draws so largely upon the lunatics for its followers as does that we hold our own. I have never seen an editor unwillingly in a penitentiary. I have seen a dozen in insane asylums and there are more to follow and should be. Sanity is common sense at work. It is horse sense pulling a load. Sanity is the saving grace in every sanctum. Without it Failure is written at the top of column in special position every day.

Newspapers occasionally die from too much enterprise. They are always ahead of the town in which they live but they sometimes get too far ahead. It is all right to hitch the editorial wagon to a star but be sure the trace-chains do not break. The editorial lance should be always laid in rest for any righteous, hard beset endeavor. But remember Don Quixote and the windmills about which Cervantes wrote. The best equipped editor has something of the poet and much of the knight in his composition. He has a modicum of humor in his make-up which keeps him from becoming unduly wise. But underneath learning and literature, knightliness and wit there is a substratum of practical common-sense which keeps him sane. The country editor is both business man and preacher. It requires the highest order of practicability to bridge the gulf which often exists between the two. Impracticable schemes solicit him on every side. Fads are apt to claim him. His newspaper becomes lopsided. His thoughts and editorials run in grooves. He needs a dose of Sanity, clarity of mind. He needs a wider, larger outlook upon the world. It is always a good idea to calculate results in any under-

taking. No one, not even an editor, can reform the universe in a single day. I would not lower the standard of editorial courage. I would simply urge the battle in quarters where help is most largely needed and success most probable. Do not attempt a bayonet charge across the trenches where the sappers and miners can capture the redoubt as well.

The editor must be free and fair. But if he is only free and fair he misses the very core of his true character. Freedom and Sanity alone breed stiff and coldly intellectual selfishness. Hence the need for the spirit of Fraternism. Brotherhood is the basis of happy life. It makes men of savages and gentlemen of editors. It extends charity to opponents and stoops to those who need a helping hand. Fraternism regards plutocrat and pauper with the same pity and treats them on the same plane. It will not permit the editor to be the special pleader for any class or set of men. He holds a brief for humanity and must not argue in the court of public opinion for any faction or for any fad. Fraternism makes the community the client of the editor. It brings to his desk the woes and triumphs, the hopes and fears of all. It lifts the editor from mere demagogue and chattering gossip to be a power for others and himself. The editor must solve in his columns all pending problems. There is no solvent like fraternism. In it mobs melt away and oligarchies dissolve. It reconciles capital and labor, twin-agents in the promotion of prosperity and peace, sometimes made hostile by greed or grasping demagogue. Editorial Fraternism will keep both from personal abuse and bickering. It will put the right above the individual and humanity above any human. Editorial ethics are bound up in the word. It enwraps courtesy and kindness, tactfulness and truth. In fullest measure it is the Golden Rule in action, the Sermon on the Mount incarnate. The Bible in its news and editorial opinions in style and makeup is the best of reading. The supreme mission of the editor is to inculcate Fraternism. Discuss as we will the material equipment of the newspaper, its type and presses, its white paper and black ink, the sources of revenue which make its existence possible, there is something more than these. So long as the body is more than meat and the soul than raiment, so long as man is man and not brute, so long as he lifts his heart to Heaven and his spirit goes on beyond the stars, the newspaper is more than any, more than all of these. Type and paper make the messenger, but the message is more than the messenger. Material resource and equipment are the means, but the end is above the means. The brain and the heart have need of the hands and the feet but who shall say the hands and feet compare with the heart and the brain? In this commercial age there is the constant temptation to substitute finance for Fraternism. To do this in journalism, the imperial profession, to make it merely a device for filling one's stomach or one's pocket, is to degrade it to the rank of the fakir or the companionship of the shameless creature of the streets. That many do this is no excuse. The many do not always or often stand for right. That each of us is tempted all the time by the bread and butter problem to turn aside from duty after fleshpots is no defense. This is but the weakness of human nature, the flaw in the marble, of which we all, in our loftier moments, are ashamed. The editor must plead for this Fraternism and practice it. Without it his readers go with him along the valley path with its briars and noxious weeds; with it toward civilization's mountain top where the sun gives back to earth its good-night kiss and all the air is pure. He is a blind leader of the blind, or, with face set steadfast toward the east, he is a prophet of the coming morning.

The hour needs written across every newspaper page, inscribed on every editorial heart, this trinity of Freedom, Sanity and Fraternism—Independence high and noble, the large, enwrapping view which Sanity alone may bring, the Fraternism which means Brotherhood in every written, spoken, acted word.

Mr. Williams delivered the foregoing address before the Illinois Press Association, February 8, 1900.—Ed.

TRI-WEEKLIES.

*By De Witt C. Owen, Dixon, Ill.



VERY few tri-weeklies are in existence, the total number in the United States being less than seventy. The reason therefor may perhaps be found in the fact that many publishers of weeklies who consider a change to a more frequent issue scarcely think of a tri-weekly, and go at once to a daily if the city seems to be large enough to warrant a change. Some try the semi-weekly and are often disappointed to find that their subscribers do not appreciate the change. The advertisers will not pay them much if any more money, and the expense and time occupied in newsgathering is much increased.

Most successful publishers of weekly papers in small cities harbor a desire to start a daily, and more of them make the change too soon rather than otherwise. I confess there are allurements in the daily field, but there is lots of hard work and nearly always without satisfactory returns for the first few years.

Many publishers have never been in a field with a tri-weekly or had a chance to observe the workings of one, but I feel sure that if the advantages of the tri-weekly were better understood there would be more of them in existence to-day.

It would seem that the tri-weekly is the true half-way step from a weekly to a daily, because the semi does not take better than the weekly, and the price cannot be raised, while the price on a tri-weekly can be raised without difficulty.

The best feature of the tri-weekly is the chance to combine city and country circulation in a single edition instead of the difficulties to be met with by a daily in the city and a weekly in the country, and the weekly constantly losing advertising to the daily, and the neglect which a weekly nearly always suffers in a daily office.

The opportunity to systematize work is nearly as good as on a daily. One man should act as editor, devoting all his time on the local news and exchange work and doing his own proof reading, one man as ad setter and makeup, four or five compositors, one subscription solicitor, one man on advertising and perhaps collecting as part of his duties. The job department can thus be kept entirely separate, as it should be. The proprietor will have enough to do in the management, and should avoid undertaking much routine work.

It is better than a daily for the farmers, as they could not utilize a daily to good advantage and they find the price prohibitive, while the tri-weekly is only the price of many weeklies. It comes too often for some of the farmers, but as they get used to it there is a desire created to go to town oftener, as they can always get a paper where they go, and they take more pains to have their neighbors get their mail when they can not go themselves.

The market reports make a great feature, as the markets by telegraph can be obtained up to the latest hour, and the home markets can be attended to more judiciously

*Read before Illinois Press Association.

than on a weekly, where most publishers forget them, perhaps two-thirds of the time. The telegraph news page for daily papers brings the news of the world up to three o'clock of press morning; we go to press before noon, and the afternoon dailies come out later in the day with the same report.

You will see that there are many very superior talking qualities for a solicitor in the field.

While running for thirteen years a country paper in a village of 800 people I had the opportunity to observe the successful workings of a tri-weekly in a city of about 15,000. Two young fellows took hold of the paper in about '84 or '85, and began pushing advertising and circulation. They made rapid changes from a weekly of four eight-column pages to nine and ten columns, then to a six-column quarto semi-weekly, later adding a four-page issue, making a tri-weekly, and finally making all three issues eight pages, changing at will from five to six and seven columns each issue. All this time their subscription price remained the same, \$2.00 per year or \$1.50 if paid in advance. They kept hammering away at the subscription list, working it up from 2,000 to 2,500, then three and four thousand, finally reaching 7,000, which is perhaps their limit. The press of advertising was the cause of their successive enlargements, but when their list increased so rapidly they raised their price on space and kept the advertising within satisfactory limits, but in spite of this they have during some busy seasons been obliged to issue extras or double numbers.

My observation of this extremely successful tri-weekly created in me a desire to run a tri-weekly newspaper if the proper opening ever came. I did not go to Dixon with the intention of starting a tri-weekly, but circumstances rather forced me into it. The situation was as follows: There were two dailies with weeklies attached, and my paper was a weekly with patent insides. It was eight years old, and had been a daily, a semi-weekly, a daily and a weekly under as many different managements, and had lost money for everybody who had invested in it except the one who established it. My circulation in the county was as large as the other weekly editions, but was scarcely paying with only eight or ten columns of advertising at very moderate prices. After spending six months working up my job department to a satisfactory point I set about to work up the paper. I found a good solicitor who pushed up the advertising to about twenty-seven columns, making it necessary to enlarge to twelve pages, eight home print. We then considered a more frequent issue. We passed over the semi-weekly because we felt we could not raise the price, and I would not undertake a semi-weekly at \$1.00 per year. With a tri-weekly we could get \$1.50 or \$2.00 if not paid in advance, and could also work up a good circulation in the city, which neither a weekly nor semi could hope to do. As proof of this the tri-weekly I mentioned had succeeded in working up a circulation in their city larger by 300 than the combined lists of their three daily competitors. This they attained only after several years of hard work, but they hold it to this day, and write it in their contracts.

We started Nov. 1, 1898, at first printing only four pages at home for each issue, using two-page supplements twice a week and four-page supplement on Saturdays. Sometimes press of advertising required us to print six or eight pages, and at the end of four months, by March last, we discarded ready-prints entirely and have printed at home ever since—three eight-page six-column papers each week, with from fifteen to twenty columns of eight-point leaded matter each issue.

In the beginning we divided the advertising between the three issues, giving the advertiser his choice of issues, at

the same price as he had paid in the weekly. We gradually got them to take either two or three issues a week at a higher price, until in six months we had only a few home advertisers who used but one issue per week, and our price for three was quite satisfactory.

But as circulation is the proper foundation for advertising I hastened to give attention to this department. While one man was working on the advertising to get it shaped around for the tri-weekly and secure new contracts, another was arranging carrier routes and working up circulation in the city. On Jan. 16, 1899, the ad man went on country circulation and began a canvass the like of which I had never before heard. Some of you newspaper men may know of better records, but such results were wholly unknown to me. My solicitor had promised big results, but I was not sanguine enough to anticipate the full measure of success which was attained. After a few days' work he settled down to a steady pace, and in the first calendar month turned in 305 new names, and in two days less than twelve weeks reached the 700 mark, making an average of ten a day for seventy days. His place was taken by another man who is still with me, and who secured 330 the first calendar month, while the first man went back to the advertising. The solicitor has kept up an average of 55 to 60 new names per week, ever since, and the actual net average gain has been 43 per week for the year from Jan. 16, 1899, to Jan. 15, 1900, the actual gain being something over 2,200, and the list now reaching nearly 3,100 subscribers.

I attribute this remarkable record to several causes.

First—Three papers a week for \$1.50, the price of many weeklies, and containing the Chicago and local markets, always up to date. Second—The country field had perhaps never been thoroughly worked by solicitors for a county seat paper, and was therefore ripe for the harvest. Third—I put on a good solicitor and gave him good support.

I use no schemes and no premiums. A good solicitor does the work, and he finds talking points enough in the paper itself to secure subscribers wherever he can find people who do not take it.

I believe in letting the solicitor carry out his own plans of work in most particulars. I pay a salary and a liberal one, and pay all expenses. He keeps in touch with the people and can often bring in suggestions to the office which prove valuable, and can secure new correspondents when necessary.

I always see that the territory is sampled ahead for two or three issues.

My solicitor at first interviewed the farmers as they came to the city, and secured 300 names before going elsewhere, then he went to the neighboring towns where farmers were likely to be found in some numbers, and picked up ten or twelve every day, taking other towns as soon as new material became scarce, or the number who were not subscribers became too few to secure a good list each day. By working in this way it was four or five months before it was necessary to do any driving, and he could make most of the villages by train so as to be at home nights.

For over four months we aided the solicitor and likewise did a little advertising for ourselves by publishing the list of names as secured by the solicitor from week to week. Every Saturday we run a list of from 50 to 79 names, giving the township they resided in but not the postoffice. This spurred the solicitor to keep up a good average; it interested the subscribers as much as any feature of the paper, and it convinced our advertisers as well as all others that we were increasing our list.

I have kept up the feature of country news letters, hav-

ing six paid correspondents at present, and about thirty-five active correspondents writing from one to three times a week. I pay out from nine to twelve dollars per month for this purpose, and run from five to six columns each issue, or fifteen to eighteen columns in a week.

In regard to advertising, much of our success was due to good soliciting, but we have done considerable self advertising in the way of circulation statements, published in detail in the paper from time to time. Although I have never boasted that our paper was the best, I have repeatedly come out with the statement that its circulation was the largest in the county, and have made affidavit and published a detailed list several times, showing the exact number in each postoffice. I have found this necessary on account of the intense conservatism of some of the older business men, who find it difficult to believe that any paper could go ahead of their old stand-by, the oldest and leading daily. Backed up with sworn statement and with circulation books open to the public there are now not many left who doubt the facts. We sometimes hear remarks that our list is composed of nearly all trial subscribers, and that after a while it won't be so large. It has grown larger from month to month, and there is still more territory to work. Trial subscribers become permanent ones, and so long as we keep within our legitimate territory we retain nearly all of the subscribers which the solicitor secures.

Perhaps the question will be asked if I would not have succeeded just as well by putting forth the same efforts on a semi-weekly as I have on my tri-weekly, under the circumstances as they existed in my field. I do not think so. A semi-weekly would not have made headway in the city, and at a dollar a year would have been hard to get a profit out of. We get prices for advertising as high and higher than the daily papers, the merchants making comparison with the daily papers with regard to price, while a semi-weekly will always be compared with a weekly.

To be classed as a daily is certainly a distinct advantage over a weekly or semi-weekly, or even a daily itself, as the cost of running is much less, and the opportunity much better for a large circulation. Had I attempted to start a third daily, many business men would have refused support on the ground that the city was not large enough to properly support three dailies, and that was the truth. Even the second daily has found it hard to overcome the competition of its older rival. By making the Star a tri-weekly we seized the outside field and, while we have not added very much to the severity of the competition for our daily competitors, we have been able to secure a larger number of advertisers and at better prices than either of the dailies. We practically have a monopoly of the advertising intended to reach the farming community. Our competitors made no move to meet the competition until our list had reached about 2,700, when they changed their weeklies to semi-weeklies, with the price at \$1.00 a year. One of them put out a solicitor, and, although we hear of his doing some work, we see almost no effect on the results of our own canvass.

I have been interested in watching the results of some other tri-weekly ventures, two of which I shall mention. L. E. Davis, of the Berlin, Wis., Courant, started a tri-weekly last year in February, and as I favored him with advice before he took the step, I wrote and asked him for his experience, which he has kindly consented to give and a portion of which I shall repeat to you.

He gives as his motive for starting the fact that there was need of more room for advertising than his weekly could accommodate without running a blanket sheet, and a daily in his city made a more frequent issue desirable.

He started with a six-column folio and raised his price to \$1.50 per year. While he made some gains in the city and country he lost some subscribers on account of dissatisfaction with the size, so he decided to enlarge to a seven-column folio and reduce his price back to \$1.00. This satisfied the farmers, and he made steady gains in the country without the use of a solicitor, and by good canvassing he has succeeded in almost reaching the list of his daily competitor in the city. His price in the city is five cents per week, the same as mine. He has made great gains in advertising and uses the flat rate, getting eight cents an inch, and making a discount of 25 per cent where plates are used. I think he made a mistake in giving up the \$1.50 price. I should have tried the enlarged size at \$1.50 for awhile, and I think he would have made it win.

One peculiar idea he has put into effect is that he retains the serial number of his old weekly for the Thursday issue, and calls the Tuesday and Saturday issues a semi-weekly. His object is to run a weekly paper so that he can publish the State laws, which brings \$100, and which the law provides for being published in a weekly paper. It makes no difference to the subscriber, as he gets all three papers for the one price. Mr. Davis concludes by saying that at first the farmers did not like it, but now they are highly pleased. On the whole he seems satisfied with his venture.

The publisher of the Atlantic (Iowa) Messenger has started a tri-weekly, under peculiar circumstances. The city is about 5,500, and contained besides the weekly Messenger a small daily with a weekly edition. Both were on a good footing. The competitors of the Messenger announced a semi-weekly to take the place of their weekly, and the Messenger at once came out with a tri-weekly, and they are going to fight it out on that line. It will certainly be an interesting contest to watch, and if the competitors are equally matched in ability and financial strength my opinion is that the tri-weekly will win out in the race. Should it do so it would give additional proof that the tri-weekly is the proper half-way step to the daily.

I believe in printing the best paper possible at all times. I set a high standard, and work up to it zealously. The wants of my particular patrons are considered, and if I fail to satisfy them it is the fault of judgment rather than a lack of interest in their needs. It is unnecessary for me to outline my idea of a model paper, as that is done time and again at every meeting and has been done here during this session, but I simply wish to impress it on all that I am not losing sight of the importance of getting out a good paper when I am spending so much time talking about methods of working up business.

I see no reason why my experience in working up a tri-weekly may not be duplicated in very many places. It has been hard work, but no success is ever attained without hard work, and he who falters with that fear deserves little at the hands of the goddess of fortune.

ADVERTISING AN IMPORTANT FEATURE.

Advertising has become so firmly established as a regular and important feature of the home newspaper that the domestic economy of the household would be sadly disarranged if the usual interesting and needed business announcement should cease to be published. The advertisements save time and worry. They supply information of the sort which leads to purchases, and which consequently makes advertising pay. The liveliest, most up-to-date merchants, and those from whom the buyer can get the most of his money, are the ones whose advertisements may be found in the columns of the daily papers.—Newspaper Maker.

GETTING A STORY UNDER DIFFICULTIES.



REPORTERS do not always find clear sailing. Even with people who possess facts which they are willing to impart, it is difficult often to get a straight story, so differently does the same event appear to different eyes. There must be a pretty good knowledge of human nature and quickness to grasp the real and natural sequence of things even then, but when the knowledge, facts or information, must be coaxed or dragged from unwilling lips then are the finesse, the resources, the ready wit of the newsgatherer put to the severest test. There is no frowning judge clothed with the power of fine or imprisonment back of the newspaper reporter, to compel answers from an unwilling witness, yet he often succeeds where courts and lawyers, police and expert detectives fail. But this is somewhat aside from our story, which is related by a writer in the *Express* of Portland, Me., who says:

Several years ago I was sent to interview the captain of one of the Boston boats. A man had jumped overboard on the trip down the night before and drowned himself. That was all we knew. The public would look to our paper that evening to give full information about the matter.

I have always claimed that a thorough gentleman will be civil no matter what the conditions are; that is, as long as you are a gentleman toward him. If, in spite of your politeness, he "sassess" you, then, why he is—several things. I boarded the boat and found the captain in the pilot house. He had possibly been up all night, so allowances can be made for his mood.

"Good morning, captain."

"Ugh."

"Will you be kind enough to tell me the particulars of that man jumping overboard last night?"

"What man?"

"Why, wasn't there a man drowned?"

"There might have been."

"Don't you know that there was?"

"None of your business."

"Thank you."

"Don't you get sassy to me."

"I have no intention of it, sir. I was sent down here to find out the particulars and I thought the best way, the way you would prefer, would be for me to come direct to you and get it straight, not from hearsay and what I could pick up around the boat."

"Oh, you did, hay? Well, you get off this boat. You're one of those fellows that goes round sticking his nose in other people's business, are you? Well, I told you I wouldn't tell you a thing and I won't, and now you get off of this ship or I'll have you thrown off."

He reached for an electric push button and pressed it. Couldn't help thinking that the newspaper business has its drawbacks. A thought struck me.

"Captain?"

"Ugh."

"May I ask you one proper question that has nothing to do with this suicide?"

"Ugh."

"You believe in your men obeying orders do you not?"

"Well, if my men didn't I'd fire every one of them."

"Exactly. Then, will you think a moment. You are captain of this steamer. You have just pressed that button summoning a man to you. If he doesn't come you'll find out the reason. That's your business. Well, my business is that of a reporter. I am employed by the *Evening Express* and the editor—my captain—gave me orders to come to you

and ask you about this case. In fact, he ordered me to get a story, and I'm trying to carry out orders. If I go back without a story I am practically disobeying orders. You must realize that, personally. I don't care a particle about this man. I never heard of him and we never saw each other. He might have drawn and quartered himself as far as it would affect me personally, but I am only trying to do my duty as you require your men to do theirs. I don't doubt that you read several papers yourself and it wouldn't surprise me if you look in the *Portland papers* to-night for an account of this case. You expect the papers to give the news and so does the public at large. How could they do it if all men treated reporters as you have treated me?"

Just then the man whom he had called came in. He touched his cap and asked what the captain's wishes were.

"Ahem," said that worthy, "I never thought of it just that way before. Well, well, perhaps I was a little crusty. It was a hard night last night. Here you, Joe, take this young man to that fellow's stateroom and tell him all you know about that suicide."

AN EDITOR'S DUTY TO A COMMUNITY.

By F. L. Pinkerton, Press, Rantoul, Ill.*



AN EDITOR'S first duty to a community is to prepare himself for the onerous responsibilities of his profession, so that he may know what constitutes a creditable journal.

To be so equipped he must study his work deeper than the surface. The motive power of every great force is an invisible energy which cannot be known through the senses. To be successful as a newspaper man, and to be of value to a people, there must be something more potent than fine presses, supercalendered paper, gold pens, scissors of keenest edge, or aromatic paste. If the editor lack cultured brains he may have all of these material things and yet have the play of Hamlet with the hero left out.

Machinery is necessary, but there are qualities of head and heart more essential. To be a force in a community the editor must exalt the profession. He must be clean in person and character.

The worth of an editor to a community is increased or lessened as he is able to personify the ideals he creates during the course of his editorial labors.

He must teach by example as well as by precept, being consistent, devoid of hypocrisy, a man of sterling parts, true to his ideals. His readers must exalt him into a quasi-public character or he cannot discharge successfully his duty. The people love a bold leader, an advanced thinker, and will do him reverence though they take his doctrines sometimes with a grain of allowance; but he must be positive in his convictions and unwavering in his position if he would hold his dignity.

While there is much of sentiment about the publication of a newspaper, it is a business proposition, and the editor who does not look well to the debits and credits of his enterprise loses influence among his people. The good Book and society exhort the editor to provide for his own household, or be subject to the indictment of being worse than an infidel. We are assured that he who has much will be given more while he who has little is liable to lose what scant possessions he may have.

Having secured the confidence and respect of the people by building a foundation on the rock of financial and moral worth, the editor need not fear that the loss of a few self-opinionated subscribers and dictatorial advertisers will

*Delivered before Illinois Press Association.

turn on him the carnivorous wolves of poverty, and therefore can pen without intimidation the uplifting currents that flow through his inner consciousness. Editorials on local and National questions can be written without consulting the judgment of the counting room.

Not only in the discussion of live municipal questions should the newspaper have perfect freedom, but it should be fearless, yet charitable, in its publication of police records. By a course as impartial as the sun, it becomes preventive of crime, for the criminal class fear this instrument of chastisement—publicity—worse than they do the sentences of the court. After a thorough test citizens of high and low degree respect such an editor because they know they cannot use him to their baser ends. His columns become a true index of current local events entitled to publication, though they may at times seem devoid of mercy in their exposition of criminality.

The demands upon a newspaper are greater than when country folks were content to travel in ox carts, and could hear from the centers of population and legislation only by stage coach. A more intense period is upon us and the newspaper must grow with the development of other legitimate industries. This is a rapid age and the survival of the fittest is working phenomenal changes. We must demonstrate our necessity in the economy of a progressive community. We are no longer a luxury, but the need of an enlightened people; not only the art preservative of other arts, but the art promotive of other arts. This is an age of rapid communication, and the newspaper has no competition in its facilities for carrying information accurately and speedily to the people. The public schools have prepared the people to receive us into their homes, and it lies with us to occupy the canaan to which we are entitled. To some editors this exalted stand will always remain a promised land or a myth, never a reality. They are not up-to-date, the procession of events having outmarched them.

No longer can our editorial columns echo the conclusions of metropolitan journals without inviting censure. Even local matters must be reviewed in an economical and sociological manner, the community appealing to its leading paper for assistance—by furnishing statistics and logical deductions—in forming their opinions on public questions. In time they naturally conclude this is the function of a newspaper and have no delicacy in permitting the editor to do a great part of their thinking, believing he has more leisure and more opportunity to arrive at correct conclusions. Such an editor should be pardoned if he takes a pride in this prerogative, given him by force of his good judgment and personality.

He should be guarded, however, that passion, pride or avarice do not influence his columns. The people will not be fooled often, and once confidence is lost the precious reserve fund of his credit is gone, and gone forever.

Moral heroes are in demand. Panoplied with the armor of truth the hosts of the infernal regions cannot prevail against the courageous and progressive wielder of the instrument mightier than the sword. An editor should not permit himself to become a profitless martyr by insisting upon a righteousness that belongs to future centuries. Keep close to the people and lead them heavenward by slow marches. The evolutions of the eons should teach us the plan of the Master. To make haste is dangerous. Every coupling pin in a train would break if the engine were started at full head of steam. The editor is at the throttle, and he should know what character of power he is trying to manage. Let us grow by evolution instead of revolution.

The yellow journal is a diabolism to a community. It is a loathsome disease and every editor should avoid it as he would a pestilence. Its diet is sensationalism; without such sustenance it dies. The exposure of family skeletons, real and imaginary, and social sores and distorted exceptions are the meat upon which it feeds. It creates an abnormal public appetite for the most unholy doings of a community and does not respect the rights of persons or things, and this begets discords and a long train of other evils.

A NEWSPAPER PLATFORM.

THE Peoria (Ill.) Journal has passed under new management and the following declarations with regard to its future policy might enter into the platform of any well-conducted modern newspaper of either party, and with this in view the name of the party mentioned in the Journal is left blank, to be filled in according to the politics of any publisher or editor who may choose to adopt this newspaper platform, in whole or in part:

Politically, the paper will be ———, first, last and all the time.

The Journal will support the candidates of the ——— party, believing that, other things being equal, it is better for the city, the county, the State or the Nation, that ———s should control the destinies of each. A tree is judged by its fruits, and the ripened fruit of the tree of experience demonstrates that that community or State is most prosperous and best governed where the proportion of ———s is greatest.

The Journal believes that while all ———s are good, some are better than others. Holding this belief, it will exercise its best judgment in urging upon the ———s the policy of putting none but its best men in nomination. This right, sacred with the individual member of the party, becomes a high and important duty with a newspaper.

To those who are seeking to advance their own interests at the expense of the party, The Journal has this to say—that under no circumstances will it permit itself to be used as the organ of any particular individual or any particular clique. There has been too much of this kind of business in the past, and the scars of the party because of it are plainly visible. The ——— party to-day has more to fear from the efforts of ambitious and unscrupulous men within its own ranks than it has from any assault that may be made on it by its hereditary enemy.

Believing that the ——— party is right on the questions now before the people, it will be the high aim of The Journal to so labor in the eyes of God and man as to secure success for that party—not for individuals, cliques or factions.

Naturally and under ordinary circumstances, it might have been the best plan to first tell what The Journal proposes to do in the way of the publication of a newspaper, but the politics of the paper was mentioned first for the reason that it was believed that it would be of the most interest to the readers of the paper and the members of the party whose principles it proposes to advance, and for the further reason that no one who has been a reader of the paper would have any other idea than that the high standard of the paper in respect of news would be maintained. It will be the aim of the new management to materially improve The Journal in this respect. No pains will be spared to secure the best reportorial talent that can be secured; the paper has the exclusive use in the evening field of the Associated Press reports, than which there is nothing better, and no money will be spared to obtain the

best special reports that can be got where matters of importance are concerned. The motto of The Journal in the past has been to print all the news that was fit to print. That cannot be improved on by the new management.

Generally The Journal will be the advocate of all measures that will add to the prosperity of Central Illinois and the Illinois Valley. But it will aim to specially devote itself to the best interests of the city in which it is printed. It hopes to be a powerful aid in that direction. It is aware that it is being published in the best city of the best State in the Union, but it believes that there can be great improvements made, and it will take both pride and pleasure in advocating all measures tending to that betterment.

In the hurried work of getting out a daily paper mistakes are unavoidable, and it sometimes happens that incidents of daily happenings are so manipulated that injustice is done to individuals. The greatest care possible will be taken to prevent anything of this kind, but The Journal lays no claim to infallibility. Where such cases occur it is not necessary to run off to some other paper to get "justice." Lay your grievance before The Journal, and if you are in the right and the Journal in the wrong, the rectification of the error will be as broad and ample as any one can desire.

In a general way above is outlined the policy of The Journal. It proposes to publish a clean newspaper in a clean town. None but clean men will be advocated for position at the hands of the people. The policy will be to get along with our local contemporaries in the most agreeable way. If this intent is thwarted, The Journal, however unwillingly, will use the best means at its command to perform an unpleasant duty.

Support of ——— principles and support of ——— candidates does not mean that ———s will be abused. The Journal loves ———s, but detests their principles. It recognizes that it may take years to convert them all, but it starts out with high hopes and unselfish aims. The ———, the ———, the ———, will meet with nothing but fair treatment in these columns.

THE SUFFOLK COUNTY ASSOCIATION.

JOB PRINTING, LEGAL ADVERTISING, CHURCH AND SOCIETY NOTICES.



VERY successful, useful meeting of a County Association of editors is proof to a demonstration that such organizations can be made valuable. Demonstration is worth a world of theory. The meeting of The Suffolk, N. Y., Association was held at Huntington, N. Y. Committees on job printing and legal advertising reported as to prices to be charged:

The Committee on Legal and Local Advertising advised, subject to agreement of all members of the association, that hereafter the full legal rate be charged for all legal advertising. Where a special rate is asked for and the case requires it, the same to be fixed by a committee of three members.

The committee recommended that a committee of two be appointed to draft and secure the introduction of a bill in the Legislature providing that citations, referees' sales, foreclosure sales and all legal notices, be required to be published in one or more of the newspapers in which the law directs, in the town in which the property or estate is located. In case there is no paper in the town, then in the nearest paper or papers in adjoining towns.

The committee also recommended a list of charges for special legal notices as follows: Two dollars for resolutions

of respect or condolence; fifty cents for cards of thanks; five cents a line for all church, fair, sociable, society or other notices of a money making character, unless the job printing for the same is done at the office and is of such an amount as to warrant free notices.

The committee recommended that another bill applying to townships, villages and cities not exceeding 40,000 population only, be drafted and presented to the Legislature, providing that all tax collectors' notices, rules and regulations of boards of health and of town auditors and the annual reports of the supervisors in their respective towns, be required to be published in all town papers, and that town auditors be required to publish, semi-annually, a list.

Resolutions were adopted on matters of general local interest to the county, and looking to the retaining and protecting the water supply of the county.

Mr. Henry Guimond, an honorary member of the association, read an interesting paper on "The Advertising Department of the Country Paper." Mr. Guimond gave what he termed "a review of personally conducted and personally tested methods." It was a man to man talk with men who were greatly interested in the subject, and was received with pleasure and profit.

He referred to the good old days when people willingly paid \$2.00 and \$2.50 for their weekly paper, and compared them with the hustling times of to-day, when the publisher has to compete with the semi and thrice weekly issues of the big city papers. In those times not so much attention was paid to the advertising columns. To-day the financial return from the subscription list is an insignificant affair in the matter of dividends; that profits must come through the advertising columns. A paper to command its share of the going business must be up-to-date, newsy, neat in makeup. Such qualities will bring advertising offers "to burn." Mr. Guimond advised a perfect rate card to contain all the information an agent or advertiser requires. He then gave a description of a model card. He advised the refusal of business from unknown or doubtful firms. The local field should be well cultivated, advised the speaker. Let no legitimate business enterprise escape. He gave a plan for soliciting such advertising.

Mr. Guimond likened the advertising agent to the character in Shakespeare, and declared that he demanded the pound of flesh that the newspaper man had promised him. Don't be afraid to ask for payment in advance for advertising. Be persistent in cultivating the local field. The speaker advised every printer to clip from their exchanges all well set advertisements and preserve them for future guidance. Beware of running unseasonable advertisements, such as holiday goods in June and grass seed in December. Have fixed rules to govern your advertising department and have a rate card that every agent can understand. Don't advertise foolish schemes.

Mr. H. B. Fullerton followed Mr. Guimond with interesting talks on good roads. He brought out the fact that the United States was ahead of the world in education and railroads and everything else, but behind in the matter of good roads—even China was more advanced in this respect than we. He said that people had moved to Long Island and after settling here they had gone to New Jersey principally on account of our poor roads; that New Jersey was not as attractive as Long Island, but she had grasped the idea of good roads, thereby excelling us. If Long Island, especially Suffolk County, expected to make the advancement that she should, she must do it by her people awakening to the good roads idea. Mr. Fullerton said that if a person wished to cross the island it would be preferable to drive west and then take the turnpikes that are in good condition, instead of going directly over. He advocated the

building of good gravel roads—one on the north and one on the south side of the island, and then connecting these with roads across the island. He believed there was sufficient native gravel in the county to build such roads at a cost of approximately \$2,500 a mile. He called upon the Suffolk County editors to urge upon their representatives in the Legislature to make the Higbie-Armstrong Bill operative. The Long Island Railroad Company was doing all in their power to improve the service, and the best time made on the road was fifty-five miles an hour, and said that Mr. W. H. Baldwin, Jr., the President, was an enthusiastic good roads man, as well as a good railroad man. With both these achieved Long Island would be a most charming resort. Now that the automobile is coming much into use, the necessity for good roadbeds was more than ever apparent. Mr. Fullerton is of the opinion that the automobile will be a most important factor in road improvement.

Officers were chosen for the ensuing year as follows:

President, L. B. Green of the Patchogue Argus; Vice-Presidents, Joseph N. Hallock of the Southold Traveler, Henry Livingston of the Babylon Signal, John H. Hunt of the Sag Harbor Express, A. Jay Tefft of the Port Jefferson Echo, Hiram A. Baylis of the Huntington Long Islander; Secretary and Treasurer, Irvin J. Long of the Bay Shore Journal. This Executive Committee was named: H. H. Williamson of the Riverhead News; E. S. Boughton of the Easthampton Star; Joseph N. Hallock of the Southold Traveler; F. A. Burling of the Bridgehampton News; C. P. Rogers of the Huntington Bulletin.

Mr. H. B. Fullerton was elected an honorary member of the association.

Editor Charles A. Jaggard of the Southampton Times extended the association an invitation to hold their next meeting at Southampton.

On motion the meeting was adjourned to meet at Southampton on Monday, May 7th, at which time the wives of the editors are invited to meet with them.

The newspaper men of Huntington highly entertained the members of the association, and their courtesy was appreciated to the fullest extent.

ONLY A PRINTER.

"He is only a printer." Such was the sneering remark of a leader in a circle of aristocracy—the codfish quality. Who was the Earl of Stanhope? He was only a printer. What was Prince Edward William and Prince Napoleon? Proud to call themselves printers. The present Czar of Russia and the Duke of Battenburg are printers, and the Emperor of China worked in a private printing office almost every day.

William Caxton, the father of English literature, was a practical printer. What were G. P. Morris, N. P. Willis, James Gale, James Parker, Horace Greeley, Charles Dickens, James Buchanan, Simon Cameron and Schuyler Colfax? Printers, all, and practical ones. Also Bayard Taylor, the poet.

Mark Twain, Amos Cummings, Bret Harte, Opie Reid are plain printers, as were Artemus Ward, Petroleum V. Nasby and Sut Lovingwood. Senator Plumb was a printer, and so is James S. Hogg of Texas, and the leader of science and philosophy, Benjamin Franklin, in his days made it his boast that he was a printer.

In fact, thousands of the most brilliant minds in the country are to be found toiling in the publishing houses of large cities and towns. It is not everyone that can be a printer—brains are absolutely necessary.—Our Companion.

THE MISSOURI CONVENTION

The More a Calling is Studied, More there is Yet to be Known.



N TWO conventions each year the editors of Missouri confer with regard to the calling. It is a university of newspaper making with two sessions annually, and every branch of knowledge is made to pay tribute. The meeting at Kansas City last August was replete with sound thoughts, able papers and instructive discussions, but there was no less to be considered at the meeting in St. Louis the 8th and 9th ultimo. Knowledge is cumulative. The more a calling is studied, the more there appears yet to be known. Men of more than a quarter of a century's experience in newspaper making frequently declare that they know much less about the calling than they did or thought they did at the beginning of their newspaper careers. It is not to be wondered that Newton felt like a boy gathering a few pebbles on the seashore



W. R. Painter,

President Missouri Press Association.

while all the vast ocean of knowledge lay unexplored before him, so greatly does the unbounded extent of knowledge increase with the larger view.

For seven years now the Missouri Press Association has had a winter meeting, as well as the regular annual summer meeting, yet the last was the largest in attendance and the most successful every way in its history.

The meeting was called to order by the President, W. R. Painter, of Carrollton, and the opening invocation was pronounced by the Reverend J. C. Armstrong of Central Baptist Church. Mayor Zeigenheim made a speech welcoming them, all and singly, to the city and assuring them that while in St. Louis they were among friends. He added a few strong words in behalf of the Louisiana Purchase Fair, urging

the editors to use their efforts to make the undertaking a splendid success.

President Painter in his response complimented the open-hearted hospitality of the city, and promised that the association would unitedly support the World's Fair movement.

After the roll call, the President appointed the following committees:

Auditing Committee—James Todd, Maryville; R. G. Weisel, Neosho; J. C. Patterson, Marshall.

Resolutions—Walter Williams, Columbia; B. F. Blanton, Paris; Philip Gansz, Macon; W. F. Jenkins, Platte City.

Membership—W. L. Thomas, St. Louis; R. M. White, Mexico; C. D. Morris, Trenton.

Special Committee—H. E. Robinson, Maryville; E. W. Stephens, Columbia; Omar D. Gray, Sturgeon.

The morning session then adjourned. During the noon recess the various committees met and began the work assigned them.

At the opening of the afternoon session the editors were treated to an address on the proposed celebration of the "Centennial of the Louisiana Purchase," by Mr. Fred W. Lehmann.

He explained that the people of the entire Mississippi Valley are interested in the success of the Fair financially, besides the pride that they naturally should feel in the proper display of the progress they have made in the century just closing. Continuing, he said in part:

The great fact in modern history is the wonderful growth of the English-speaking population of the world. Four hundred years ago barely 5,000,000 persons spoke English, while 8,000,000 spoke French and 12,000,000 spoke Spanish. Now French and Spanish are spoken by about 50,000,000 each, while English is the language of at least 150,000,000 people. This has been accomplished by the extension of the territory owned and controlled by the English race, and the placing of savage or half-civilized peoples under the laws, institutions and traditions of the English speaking people.

To-day one-half of the entire number of people speaking the English language are living in the United States, and, more than any other one thing, the purchase of the Louisiana Territory brought this about. That purchase meant not only the acquirement of Louisiana, but of the vast area to the West, including Texas. And the possession of these wonderfully fertile regions, safe from any possible invasion from a foreign foe and devoted to the peaceful arts of commerce, has furnished to the free institutions of a free people an opportunity for development that they could never have had but for the action of President Jefferson and his advisers.

The purchase was also of the greatest importance to the whole world, for in the vast territory thus opened up for civilization men from all parts of the world have found a refuge from oppression and a place where they could build up their fortunes in peace and security. Suppose the people who lived here were of a different race from ours, with a different language and different traditions. The Mississippi River would be lined with forts and the country would be in the state of armed neutrality which makes life in Europe a burden.

This plan to celebrate the centennial of so great an event with a World's Fair is most fit. We paid \$15,000,000 for the Louisiana Territory, and we propose to celebrate it with an undertaking on which we figure the initial expense at exactly the same amount. One-third of the sum is to be contributed by the citizens of St. Louis; one-third to be supplied by the city through the issuing of bonds; and we

are asking the United States Government to give the rest as being rightly our due. Other expenses we expect to be able to meet by the anticipation of the gate receipts. All we ask the State of Missouri to give to the enterprise is to appropriate \$1,000,000 for an adequate State exhibit. It should be borne in mind that the greater part of the expenses of such an enterprise are met by the exhibitors themselves, and it is practically certain that by the time the gates are open the investment will represent not less than \$50,000,000.

The ten years that have elapsed since the fair at Chicago has made it possible to surpass that wonderful exposition in many respects. Invention has been most busy during those years as has been shown in the smaller expositions held since then. Among the things which we will be able to show which are entirely new will be, not only manufactured products, but the entire process by which each of them is brought to the finished state from the raw material. The commercial spirit in its true sense, which is the spirit of industry and thrift, and infinitely better than either the military or the aesthetic idea, will hold full sway, and will show to the world what wonders can be accomplished under such conditions as only our country affords. The growth and present importance of the country demand some such recognition as this exposition proposes to obtain. We ask the support of the editors of Missouri, and shall continue to ask it until the Louisiana Purchase Fair is an accomplished fact.

WORLD'S FAIR INDORSED.

Mr. Lehmann's address was liberally applauded, and at its close E. W. Stephens offered a resolution which was at once adopted by unanimous vote, as follows:

"Be it resolved, That this association cordially indorses the movement to celebrate the centennial of the Louisiana Purchase by an International Exposition at St. Louis in 1903, and that we will use our best efforts to make the same the greatest world's fair ever held."

THE UNPRECEDENTED RISE IN PAPER

Received much attention throughout the convention. The discussion, as reported in the St. Louis Republic, was begun with the reading of a paper by E. W. Stephens, devoted chiefly to the price of white paper. He stated that the present tariff on paper and paper pulp is responsible for the formation of the paper trust, and that the tariff and the inflated values given to the trust stock are jointly responsible for the great increase in prices. He asserted that the tariff on paper is a tax on intelligence, wholly unjust, and will result in small publishers being forced out of business. He suggested that the publishers co-operate to the extent of buying their paper only from some mill known to be outside of the trust. He did not think it feasible for the association to try to operate a mill of its own, but was certain that the plan of patronizing other concerns than the trust would have a tendency to bring the trust people to terms.

DISCUSSING THE PAPER TRUST.

W. D. Thomas of the Fulton Sun then took up the discussion. He had made careful and exhaustive inquiries into the formation of the International Paper Company, with its capital of \$55,000,000, and the claim of the promoters that the present high price of paper is due to the scarcity of wood pulp and water. He said that the entire property owned by the trust is probably worth \$15,000,000, and the rest is simply added value on which to pay dividends. He cited several instances in which mills had been sold to the trust at three, four or five times the cash value,

the owner accepting the stock of the trust in payment. He asserted that the dividends are equal to about 25 per cent of the actual value of the trust's property. He quoted from a number of letters to show that the same paper which now costs \$3 to \$4 per hundred pounds in this country is sold in Canada for \$2 to \$2.25, delivered. His idea was that the whole trouble could be remedied by the abolishment of the tariff on paper and wood pulp.

A number of the editors took part in the discussion which followed, among them former Governor Norman J. Colman of the Rural World, Howard Ellis of the New Florence Leader and W. D. Rogers of the Trenton Tribune. Mr. Ellis offered a resolution demanding that Congress remove the duty from paper, and E. W. Stephens offered a substitute including wood pulp and asking that a committee be formed to find, if possible, the cause of trusts, if it is anything else than tariff. There was some objection to the passage of either resolution until both had been submitted to a committee, and the discussion became quite lively. President Painter urged that too much haste should not be used in taking such important action, but both Mr. Ellis and Mr. Stephens insisted. Just then Editor H. F. Childers came to the rescue with a point of order, holding that all resolutions must go to the committee unless the rules were suspended. Mr. Ellis then withdrew his resolution and moved that a special committee be appointed to draw up resolutions setting forth the views of the association regarding the paper trust and the proper action to be taken.

After some discussion, this motion was carried, and the president appointed on the committee Howard Ellis, E. W. Stephens and Philip Gansz. There was no difference of opinion as to the belief that the trust should be abolished. The only question was as to the best method of expressing the ideas of the association.

A paper by S. A. Pierce of Kansas City relating to the increase in the prices on printing materials other than paper closed the set program of the first day's session.

SEE "SPORTING LIFE."—VISIT A NEWSPAPER.

In the evening, most of the editors viewed "Sporting Life" as presented at the Century Theater. Later they visited the office of the Globe-Democrat, and were shown all over the newspaper establishment, beginning at the composing room on the eighth floor and ending among the presses in the basement. Afterwards they went to the office of The Republic, and saw the very latest things that go to make a perfect working place for newspaper men. The visitors were unlike the ordinary sightseers at the newspaper offices, for they understood the practical workings of such an establishment, and the questions they asked were always to the point. They expressed themselves as delighted with their midnight call.

THE ASSISTANT EDITOR AND THE HOME NEWS-PAPER.

At the morning session of the second day Miss L. M. Sargent, assistant editor of the Bolivar Herald, read a bright paper on the "Duties, Pleasures and Troubles of the Assistant Editor."

Mr. Joseph A. Graham, managing editor of The Republic, delivered an address. As a preface he denied the intimation of the lady editors that there was a disposition to be sensational on the part of the city newspaper. He then took up his subject, "The Home Newspaper." He held that the day of reading books had passed, and that America was reduced to two institutions for its education, the common school and the newspaper. For this reason he argued for the best ideals in the making of a newspaper. The best news-

paper, whether it be in a great city or a small country town, he thought, was the newspaper that most accurately represents the activities and desires and happenings of the town or city in which it is published. "The Home Paper" is the ideal newspaper, and the most influential. The city paper, which circulated in the homes of its people, and the country paper, which fulfilled a similar service in its territory, were, together with the common schools, the educators of the day.

In a paper on "Foreign Advertisements; Cause and Decrease," H. E. Robinson of the Maryville Republican blamed



C. D. Morris,

Secretary Missouri Press Association.

the false statements of circulation published in the newspaper directories. J. N. Holmes of the Piedmont Banner presented a paper on "The Country Editor." He paid a deserved tribute to the influence and standing of the men who publish newspapers in small towns.

TARIFF TO BE TAKEN OFF PAPER.

The Committee on the subject of the tariff on paper and wood pulp submitted the following report:

Whereas, It is alleged that the heavy advance in price of print paper is the work of the International Paper Co., and that the tariff of \$6 per ton upon white paper and \$1.67 per ton on wood pulp is to the advantage of said trust in fixing higher prices on paper; therefore be it

Resolved, That the President and Secretaries of this association be and are hereby instructed to prepare a memorial asking Congress to provide legislation placing white paper and the material from which it is made upon the free list, and such other legislation as will prohibit combinations and trusts of like nature; that we cordially indorse the action of Hon. Champ Clark and Hon. Dorsey W. Shackelford in introducing bills into Congress removing this tariff from white paper, as well as other Congressmen who are aiding such legislation, and we hereby earnestly petition our

Senators and Representatives to heartily support this and all similar measures.

Resolved, That the paper read by W. D. Thomas before this convention, giving information on this subject be appended to said memorial.

HOWARD ELLIS,
PHIL GANSZ,
E. W. STEPHENS.

The report was adopted, though two members of the association voted in the negative. They did not believe the tariff had anything to do with the advance in the price of paper, as paper reached its lowest price years after the tariff went into effect. One member of the committee, who voted for the resolution, explained that while he did not believe the existence of the tariff had anything to do in causing the rise in the price of paper, he thought this action might result in good. He evidently considers those who continue to practice extortion no longer deserve the protection or the fostering care of the Government.

President Jesse of the State University made a short talk, announcing that there were 1,000 students enrolled in the university and appealing for the support of the association for the institution.

At the afternoon session the Committee on Resolutions made a report, offering the hearty thanks of the association to the various business firms in the city and to the Globe-Democrat and The Republic for courtesies extended; sympathy for D. M. Houser of the Globe-Democrat and his family in the bereavement they have suffered in the recent death of two sons; and saying, further: "That we extend our thanks to Mr. Fred W. Lehmann of St. Louis for his eloquent and timely address on the Louisiana Purchase Exposition, and that, as editors, we pledge our hearty support of the project and will use our every energy in furthering it until its ultimate consummation—the grandest of the great expositions of the age."

WHAT THEY ARE THANKFUL FOR.

Considerable merriment was created by the reading of a "minority report" of the Committee on Resolutions, which was referred to the Committee on Accounts as being of "no account." The report was in the form of a set of resolutions, as follows:

Resolved, That we are individually and collectively glad that we are still alive.

That we have cause to rejoice that the Paper Trust has not eliminated us entirely.

That we congratulate ourselves that we are neither in the Transvaal, Kansas, Kentucky or other places subject to high and rapid changes of temperature.

That we have heard that Walter Williams of the association delivered on yesterday a lengthy and diversified address to the Illinois Press Association. That we condole with our Illinois brethren on what has been and felicitate ourselves upon a lucky escape on what might have been, for all of which we are duly thankful.

That Governor Norman J. Colman is still an active motor of the sprightly present; that the voice of the Hon. William F. Switzer still resounds with phonetic celerity and his nimble footsteps yet make their imprints upon the sacred soil of Missouri; that the old white hat of J. West Goodwin moves along in its majestic serenity, a guide for the past and, as it were, a landmark for the younger members of the association and an indication that "there were giants in those days" and for the present that "all is well."

For all of these may we ever be duly thankful; and furthermore your deponents say not.

OTHER TOPICS TREATED.

J. C. Patterson of the Marshall Democrat-News read a paper on the best arrangement of a weekly newspaper office, describing his own, which is conceded to be a model. He said that the day of dirty and disorderly printing establishments is forever past, and that now the successful enterprise is the one which pays quite as much attention to appearances and conveniences as any manufacturing concern of equal producing capacity.

G. S. Jones of the Post-Dispatch presented a paper which he had expected to read Thursday, on "Journalism as a Profession; Its Obligations and Missions." He said that while money is essential to the success of a newspaper, the real foundation of such an enterprise is in the news. He said that, while it is the purpose of the publisher always to sell the news, yet it is possible in the handling of it to be of great benefit to mankind. Modern journalism is the result of better facilities for collecting and distributing the news.

Mr. Johns showed how modern papers have improved upon the manner of presenting the news to their readers by the use of headlines, proper types and illustrations. All these things, he said, are civilizing factors, for civilization rests upon the ability of men to perceive relations, to understand that, after all, all men are brothers, and this is only possible where men are informed about the affairs of the world. For this reason, he considered the newspaper the most potent factor in the work of civilizing the world.

DEFINITION OF NEWS.

In a discussion of what constitutes news, Mr. Johns said that practically all men will agree upon the main features. Scandal, crime and vice, when used in the columns of a paper for base and unworthy purposes, do not properly make news. But when told about for information, that the public may know what is going on in the social body, he considered them entirely legitimate subjects for newspaper accounts, and took the stand that it was the duty of the press to not suppress anything of the sort. Opinions of good men may be good enough, but one single plain statement of facts is more potent as a power for good than ten thousand opinions.

Mr. Johns criticised severely the plan of a Kansas minister to publish a newspaper "as Jesus would," and asserted that the undertaking was unworthy of a truly pious and sensible man. He said that the same problems confront the country editor as the editor of a metropolitan daily, and must be met in the same way, with an unfaltering regard for the truth and a hatred for every form of evil. In the close of his paper, Mr. Johns touched upon the growing tendency toward censorship, which he characterized as a step towards the worst form of tyranny.

Hugh Stephens entertained the editors with a talk about "Job Work." He exhibited samples of work from the offices of the Jefferson City Tribune and the Columbia Herald.

A paper prepared by Mr. W. L. Chappell of the St. Louis Paper Company was read by one of his associates, William Holz. Its purpose was to show why publishers need not expect any decrease in paper prices for a year at least.

THE EDITOR AND THE FARMER.

An address on the "Relation of Country Editor to Farmer," by Levi Chubbock of the Rural World, came next on the programme. The speaker said that the country papers of the State reach at least 1,000,000 readers, who live on farms. Many of the best weekly papers in the State have from 50 to 90 per cent of their subscribers

among the farming class. For this reason the importance of the editor's mission could not be overestimated. He made a number of suggestions as to the manner in which the communications of country correspondents should be treated, and especially urged that closer personal relations be established and maintained between the editors and farmers. He suggested that the farmers should be taught to know the value of advertising their products when they wished to sell.

"The Question Box," an informal discussion of various topics of interest to the country publishers, was conducted by W. O. L. Jewett of the *Shelbina Democrat*. What to do when a subscriber gets mad and wants to stop the paper; how to deal with delinquents; postage exemptions; rate cutting, and correspondents were all discussed.

Charles W. Crutsinger answered a number of questions about the mechanical work of a printing office, and the President announced that the association would visit Mr. Crutsinger's establishment immediately after adjournment.

When all the business had been disposed of the association stood, while Walter Williams of the *Columbia Herald* offered a prayer, and the winter session of the Missouri Press Association was ended.

SUCKER STATE EDITORS.

Instructive Discussions—The Trading Stamp—Newspaper Improvement—Rural Free Mail Delivery—Machine Composition—Practical Questions.



THE meeting of the Illinois editors at the Lexington Hotel on February 7, 8 and 9, added another to the wonderfully successful conventions of the present year. There is certainly a waking up among the members of this calling at the beginning of A. D. 1900 that bodes good for the coming century.

The first session of the Illinois convention was opened at 11 A. M., on the 7th, with prayer by Rev. Myers of Immanuel Baptist Church, Chicago. The regular committee were then announced by the President, when the Association went into executive session for the consideration of matters especially touching legislation and the business side of the calling. The subjects considered were handled in a practical manner, and as a whole the session proved one of the most profitable of the convention. Mr. A. C. Bentley of the *Times*, Pittsfield, presented a very convenient card of reference for publishers giving, briefly, the requirements of the statutes as to publication of notices, etc., and citing the pages of "Hurd's Revised Statutes of Illinois, 1899," on which the acts relating to newspaper publications, etc., are to be found. Mr. F. H. Hall, of the *Joliet News*, spoke briefly of the fraudulent stamp system of advertising, and presented the following law enacted and held constitutional in the State of Vermont:

THE TRADING STAMP.

An act to prevent the use of trading stamps, coupons or other devices on the sale or exchange of property.

It is hereby enacted by the general assembly of the State of Vermont:

Section 1. No person or company shall in the sale, exchange or disposition of any property, give or deliver in connection therewith or in consideration of said sale, exchange or disposition, any stamp, coupon or other device, which entitles the purchaser or receiver of said property or any other person to demand or receive from any person

or company, other than the person making said sale, exchange or disposition, any other property than that sold or exchanged, and no person or company other than the person so selling or disposing of property shall deliver any



J. W. Walsh,

President Illinois Press Association.

goods, wares or merchandise upon the presentation of such stamp, coupon or other device.

Sec. 2. Any person or company who violates any provision of the foregoing section shall for each offense be punished by fine of not less than twenty nor more than five hundred dollars.

Approved November 26, 1898.

PRESIDENT WALSH'S MESSAGE.

In the afternoon President J. W. Walsh presented his annual message containing important recommendations that were afterwards concurred in by affirmative action. The following outline of the President's address, as given by the *Chicago Evening Post*, will be found of interest, in the way of suggestion and instruction among members of other associations:

At the present time, of the 1,800 papers published in the State, but 300 are represented in the State association. President Walsh said this should not be the case and recommended the organization of the State by congressional and senatorial districts. He believes that in this way a closer union of the editors and publishers in a small territory can be brought about. His plan is to make these smaller associations subordinate to the State association.

Another feature of the address of President Walsh was the recommendation that two meetings of the association be held each year—one during the summer, to be devoted

to pleasure, and another to be the regular business meeting. This scheme is to make the summer meeting take the place of the long jaunts by the national association, which last several weeks and take a man from his business.

In his address President Walsh reviewed the history of the Illinois Editorial Association from the time of its organization at Peoria in 1866 to the present, referring to the many changes that have taken place, especially in the personnel of the association. Among the old-time members still on the rolls are J. W. Baily of the Princeton Republican, John W. Clinton of the Ogle County Press, and J. M. Lusk of the Pittsfield Democrat.

IMPROVEMENTS BROUGHT ABOUT.

During the early meetings of the association the principal object seemed to be to bring the members together for the purpose of having a good time. It was in the '70s, the

press greatly improved so far as the methods of news gathering are concerned, but the tenor also has been elevated so that now editors are more courteous and cordial with each other and give each other much better treatment with a few exceptions. This is due to the work of this and kindred associations. There was one thing that was deplored in the address, and that was the fact that of 1,800 papers in the State not to exceed one-sixth held membership in the association. He referred to the work of the association from the non-partisan standpoint in the legislature. Several amendments to the constitution were recommended. It was urged that the ban be raised so that the association could re-elect a treasurer more than two years in succession. He said the question of membership was the one important matter puzzling the members. What was needed, he said, was a system devised in such a way that it will reach the country editor. He advised the elec-



Charles C. Chain,
First Vice-President.



W. W. Watts,
Second Vice-President.



A. W. Glessner,
Third Vice-President.

Officers of the Illinois Press Association.

President said, that the true conception of this was realized. Honest pride in the profession and in self has tended to elevate the press until at the present time the newspaper men of Illinois are the peers of any equal number in other walks of life. The improvement, Mr. Walsh thought, was brought about largely by the work of the association. He noted the great changes that had taken place in the newspaper world. He contrasted the newspaper of to-day with that of the '50s. In the early days the tendency of the newspaper was to be the organ, while to-day the publication is a newspaper in the strictest sense of the word. He mentioned the story told of James Gordon Bennett of the New York Herald. In talking to one of his men he had occasion to reprove him. He said: "You think the Herald is being published to 'interest and educate,' but that is not true; it is issued 'to amaze and amuse.'"

Mr. Walsh said a publication of that day would scarcely be considered a newspaper in this age. He referred to the statement made by a member of the staff of one of the great dailies in 1853 that that enterprising newspaper paid out as much as \$7 a week for dispatches. The amount expended in a single day by the American press is estimated at \$25,000, while for the year the amount reaches up in the millions.

The President said that not only is the quality of the

tion of one member of the executive committee annually instead of the present system.

John M. Rapp of the Fairfield Record followed with a paper on "How to Secure New Subscriptions and Collect Old Ones." A paper prepared by Frank W. Havill of the Mount Carmel Register was read in his absence. His theme was "Reciprocal Duties of Editors and Officials." The last paper of the afternoon was by DeWitt C. Owen of the Dixon Star. Mr. Owen had as his subject, "Tri-Weeklies." The substance of these papers, with others, appear under appropriate headings elsewhere in this issue.

EDUCATION AS TO GIFT AND STAMP ADVERTISING SCHEMES.

Following the papers, a short time was devoted to the subject of stamp or gift advertising. The report from members was that wherever tried, it had proved unsatisfactory and a loss to merchants as well as to newspapers from which money that would have been devoted to legitimate advertising had been diverted. The editor of this paper thought that a little education through the newspapers to put the merchants on their guard against imposition would be but performing a duty toward patrons while protecting the best interests of the papers; that even an enactment such as the Vermont law, would, at least, act

as a schoolmaster to teach the careless, ignorant and unwary the folly of gift schemes in advertising. A few coincided with this view, while others thought the stamp advertising scheme had to have its run, like the measles, and it was better not to interfere. There seemed to be a little feeling manifested by some who deemed experience the better school than the newspaper and did not want to go up against the perversity of human nature in resenting well meant and well intended good counsel as selfish intermeddling or attempted dictation.

GO TO THE THEATER AND GET A GAVEL.

In the evening a theater party was given to the editors and their ladies at the Columbia, to hear "Erminie." The party was arranged by the following firms of Chicago: American Type Founders Company, Barnhart Bros. & Spindler, Samuel Bingham's Sons Mfg. Company, Bradner Smith & Co., J. W. Butler Paper Company, Chicago Paper Company, Crescent Type Company, W. D. Messinger & Co., Moser-Burgess Paper Company.

One of the pleasant incidents of the occasion was the presentation on the part of the above named firms and companies of an elegant ivory gavel with ebony handle. It was developed at the meeting last year that the old gavel, on which had been engraved the name of each succeeding President and had been in use thirty-three years, had no room left for names of other presidents, besides being the worse for wear. A committee was appointed to procure a new gavel. A suggestion to Chicago friends of the need was all that was necessary to secure the purchase of an elegant one, presented at the Columbia.

SECOND DAY.

The second day's session was made conspicuous through the annual address on "The Needs of the Hour," by Walter Williams of Columbia, Mo., a Past President of the National Editorial Association, who is loved as well as esteemed by the best newspaper publishers everywhere for his manliness, high ideals, undisputed ability and his noble principles and character, as an editor, a citizen and a Christian gentleman. The address is given in full in these pages as a worthy and needed contribution to a professional literature that is helping to place journalism in the worthy position demanded by its obligations, opportunities and its possible power or influence.

RURAL FREE MAIL DELIVERY.

"Rural Free Mail Delivery," by H. A. David, of Carlinsville, proved a most interesting topic that elicited questions and discussions as to the effects of the system on weekly papers and on local merchants. Some thought that the plan would lead to a demand for daily papers, but where such routes had been established it was the unanimous testimony that such increased demand for dailies did not in the least injure the local weekly papers but lead to an increased circulation and was in every way an advance, a means of education and of social and material improvement.

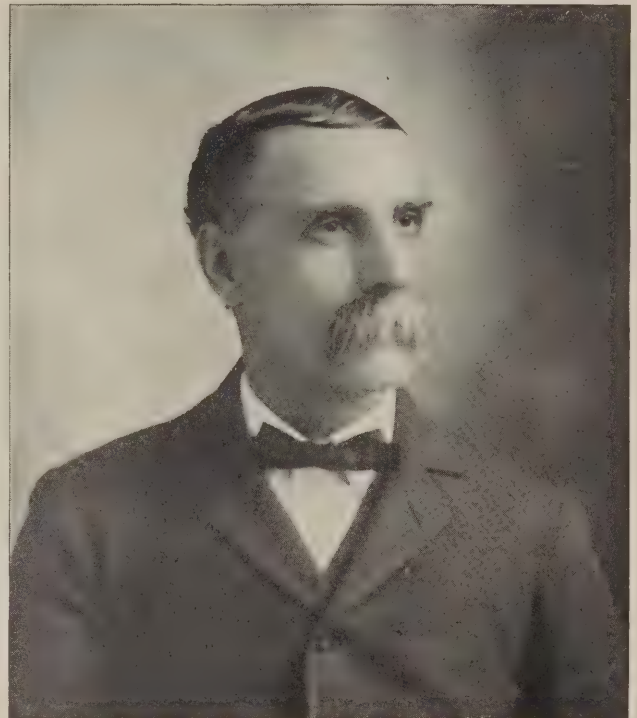
MACHINE COMPOSITION.

Typesetting and linotype machines received a thorough consideration by F. B. Mills of Lincoln, Frank T. Moran of Belvidere, Past President Charles Boeschstein of Edwardsville, and Hon. Owen Scott, Leader, Bloomington, Ill. The verdict of each and all was favorable to their use. The machines used and recommended were the Simplex Typesetting Machine and Mergenthaler Linotype. The number of thousand ems obtained per day on the Simplex, with two operators, was put at 55,000. Mr. Mills said that

he used the new aluminum type with the Simplex and experienced very little loss from breakage. Mr. Boeschstein had recently installed a Linotype and found it entirely satisfactory. He thought that any one with intelligence enough to set type and run a printing press could without trouble, manipulate a Linotype machine.

GOVERNMENTAL COMPETITION.

In the afternoon Hon. E. A. Snively of Springfield offered a preamble and resolution directing the delegates from Illinois to the National Editorial Association to take



J. M. Page,

Secretary Illinois Press Association.

steps in that body for securing the passage of laws by Congress to restrict the government from competing with job printers and newspaper publishers by selling printed stamped envelopes.

The resolution also contained a protest against the decision of the internal revenue department demanding a license fee from traveling physicians who advertise in country papers.

Mr. Snively said: "The practice of the government in selling stamped envelopes to the business public operates to the detriment of job printers all over the country. The government buys its supplies in the largest possible quantities and is able to sell its product much cheaper than any job printer. We do not think the government should compete with us in printing envelopes. Its present policy in this matter deprives job printers of millions of dollars' worth of work each year.

PRACTICAL QUESTIONS.

Practical questions connected with the management of newspapers were then taken up.

Miss Lottie E. Jones read a paper on "Fads in the Schoolroom." A paper by Thomas Rees of Springfield, on "Invoicing and the Insurance of Newspaper Property," was read by E. A. Snively. Terry Simmonds of Marseilles dis-

cussed, under the subject of "Turned Loose," county associations, historical files and the value of prize essays. The subject of "Foreign Advertising" was treated in a paper read by J. J. Baker of Mount Vernon.

BETTER RATES FOR FOREIGN ADVERTISING.

This subject led to a spirited discussion pretty generally participated in, during which it was made apparent by the statement of prices obtained by different members that after a quarter of a century of discussion of this question in editorial associations and in papers devoted to the calling there is still a great variance in the prices obtained by publishers for this kind of advertising. However, the discussion also showed an improvement among those who really take business seriously, read the *National Printer-Journalist*, attend to and remember what is brought out in papers and discussions at meetings of editorial associations.

Several years ago a representative of a foreign advertiser stated that articles in the *National Printer-Journalist* had cost his firm over fifty-five thousand dollars in one year. This amount had all gone into the pockets of newspaper publishers wise enough to read what is published about the calling founded on long experience and sound reasoning and then put into actual practice all that has been learned.

EVENING SESSION.

In the evening, the resolutions offered by Hon. E. A. Snively, at the opening of the morning session, were taken up, and after the elimination therefrom by Mr. Snively of everything referring to the revenue laws and a brief discussion, were passed in substance as given above in this article. Mr. B. B. Herberhart, as committee on a new gavel, reported that the same had been obtained merely on suggestion to Mr. Johnson of the Butler Paper Co., who conferred with other Chicago friends of the Association and ordered the committee to go ahead and have such an one made as would be worthy the Association and the occasion. This duty was performed and the largest gavel that could be manufactured from one piece of ivory had, as all knew, been presented and was ready for the use and names of succeeding Presidents. He moved that the old gavel be now presented to the State Horticultural Society at Springfield, together with a card bearing the picture of the gavel and the names of the twenty-six past Presidents who had wielded the same during the thirty-four years of the Association's existence. The motion was adopted by unanimous vote.

Mr. George W. Harper of the *Argus*, Robinson, had a paper full of valuable suggestions on the subject "Keeping Everlastingly At It." There are, as shown by the paper, very many things to be kept "everlastingly at" in carrying on a newspaper, but this constant, untiring attention to all these, every hour, every day and every week, brings success.

R. T. Spencer of the "State Center," Illiopolis, made "Job Printing" humorous and entertaining as well as instructive. He told of a custom with a printer, now gone to his reward, who used to print "sale notices" at a dollar and a half for a hundred on card-board, line notice in paper, five hundred small cards for distribution and throw in a tin cup. Mr. Spencer had sent out blank slips containing a list of twenty or thirty kinds of printing, such as statements, bill heads, letter heads, cards, etc., etc., asking the quotation of prices. The variety of prices given were something wonderful, and a Chicago office beat all the rest in getting down for completed work below the prices usually paid for paper.

Mr. E. E. Pinkerton of the *Press*, Rantoul, discussed "The Duties of An Editor." He thought his duties were of

leadership, and the higher ideals should direct and inspire him in his work.

Mr. Charles Bradshaw of the *Carlton Patriot*, spoke on the theme of "Educating Advertisers and Subscribers." He thought the process a difficult one and came himself as an inquirer. It had been suggested that this education might be accomplished through sending papers to advertisers that were devoted to this subject, but this had objections.

Mr. H. M. Wheeler spoke briefly in a practical strain.

President Walsh, whose approaching marriage had been the occasion of many pleasant remarks during the days of the convention, took his departure during the evening session for Oregon, where he was to be married on the fourteenth of February. Before leaving the room in which the



Charles B. Mead,

Treasurer Illinois Press Association.

members were assembled, he was given a hearty handshake by every editor and editor's wife present, accompanied with many good wishes. Previous to this he had received a very complimentary vote of thanks for the able manner in which he had presided over the convention and cared for the interests of the Association. The resolution was adopted by a unanimous rising vote. When Mr. and Mrs. Walsh return to their home, in Harvard, he and his bride will be made aware of the fact that the members of the Association had also arranged quietly a substantial remembrance, that will through coming years be a witness of the high esteem in which Mr. Walsh is held by his brother editors and members of the Illinois Press Association.

On Friday morning the election of officers, reports of committees, passing of resolutions and other routine business took up the time.

The following were elected to watch over the affairs and interests of the Association for the year 1900-1901:

President—A. C. Bentley of the *Pittsfield Times*.

First Vice-President—Smith D. Atkins of the *Freeport Journal*.

Second Vice-President—C. W. Bliss of the *Hillsboro News*.

Third Vice-President—John Marshall of the *Yorkville Record*.

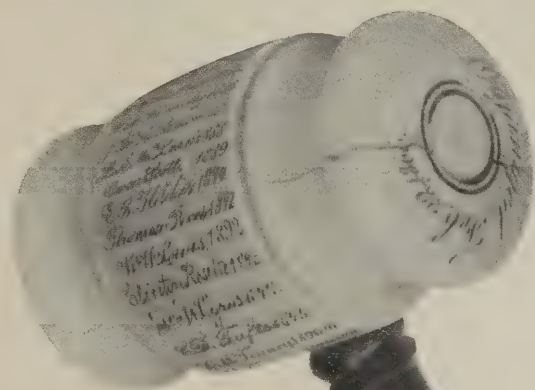
Secretary—J. M. Page of the *Jerseyville Democrat*.

Treasurer—H. A. David of the *Carlinville Democrat*.

Executive Committee—A. W. Glessner of the *Galena Gazette*, S. K. Strother of the *Taylorville Courier*, and W. W. Lewis of the *Greenville Advocate*.

Twenty delegates were chosen to represent the organization at the annual meeting of the National Editorial Association in New Orleans March 1.

Gavel of the Illinois Press Association.

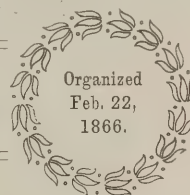


**USED BY THE
SEVERAL
PRESIDENTS
WHOSE NAMES
APPEAR THEREON:**

JOHN W. MERRIT, 1866-67
E. H. GRIGGS, 1868-69-70
J. R. MOSSER, 1870-71
RODNEY WELCH, 1871-72
G. B. BUCK, 1872-73
GEORGE SCROGGS, 1873-74
S. P. ROUNDS, 1874-75
J. W. BAILEY, 1875-76
CADET TAYLOR, 1877-78
E. A. SNIVELEY, 1879-80
CHARLES HOLT, 1881
C. B. BOSTWICK, 1882
J. W. CLINTON, 1883
M. W. MATHEWS, 1884-85
W. M. KENNEDY, 1886
J. K. LeBARON, 1887
L. A. McLEAN, 1888
OWEN SCOTT, 1889



ENDS
...OF GAVEL...



E. B. FLETCHER, 1890
THOMAS REES, 1891
W. W. LOWIS, 1892
CLINTON ROSETTE, 1893
GEORGE W. CYRUS, 1894
C. D. TUFTS, 1895
C. M. TINNEY, 1896-97
CHAS. BOESCHENSTEIN, 1898
M. F. WALSH, 1899

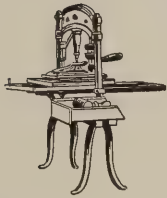




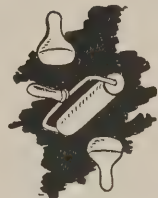
LOGGING.

Specimen of
Re-engraved Halftone.

BARNES-CROSBY Co.
Artists — Photo-Engravers — Electrotypers
Times Building, Chicago, U. S. A.



Half a Century's Advance in Illustrations. A STORY OF TYPE AND PICTURES.



PART THIRD.

Article and illustrations contributed by the BINNER ENGRAVING COMPANY, Plymouth Court, Chicago.

THE modern half-tone engraving or plate is an evolution having as its basis the crude stock wood cut such as appeared in the first part of this article, showing in the most convincing way the advance in the art of illustrating in the last half century. Those who are in touch with the art and have seen it grow to its present wonderful perfection, and whose experience in the business of producing cuts extends back to the time when wood engravings were the only cuts available, know how eagerly the public demanded and appreciated the first efforts toward the perfection of the engravers and illustrators' art, for every advance made the illustrator more noticeable in the pictorial efforts of the printing press. Take as a beginning for the marked change the period of the Civil War; turn to the pages of Harper's Weekly during the years of '61 and '64, and one sees for the first time the evidence of the special artist on the spot, who has since become a most familiar, and, at times, a most fictitious character. Those large wood cuts often extended across two pages; they were, in themselves a wonderful advance since the days of the crude stock cut, and they, in turn, were again overshadowed by the perfection of wood engraving that appeared in the '80s and early '90s in the magazines. Wood engraving, as an art, seems to have reached its zenith of glory at that time, and left us the names of Cole, Kingsley, Johnson and others to cherish as masters of the engravers' art. The wood engravers' ruling machine, which came into general use about 1865, created a vast improvement in the appearance of the purely commercial engravings, and made it possible to produce cuts of machines, etc., in a cheaper and far more satisfactory way; nor has this machine even at the present day been displaced by a better method.

Wood engravings of objects of intricate detail are still in demand, and there are those who say that the present popular half-tone will never quite equal the wood engravings in this special field. The advent of the ruling machine, created a demand for more engravings, as will always be the case whenever the supplying capacity leaps ahead (for a period) of the demands for the same. Any process that cheapens and at the same time betters the product will soon find the demand existing in previously undreamed of quantities. This is more than proven by the great popularity of the present process engraving, whether it be zinc or half-tone. One doubts whether those early experimenters and pioneers of the present processes ever, in their wildest dreams, saw or thought of the volumes of illustrated books, both commercial and artistic, which the present processes have made possible, and surely no one ever laid stress enough on the value of the half-tone plate, that has done so much toward enlightening us all through pictures, on the manners, customs, art, architecture, scenery

and happenings of our own and other lands; nor can any one rightly estimate the practical value that a correctly and at the same time pleasingly illustrated catalogue is towards the sale of the goods illustrated, be they machines, jewelry, clothes, houses, horses, furniture, etc. If, as it is said, the advent of steam power, electricity, and the telegraph made the world smaller, in a sense of drawing us

"Where there is one pound of Butter that any Christian Man ought to eat there is a Ton that ought to be thrown overboard into perdition. Bad Butter clogs the liver and destroys the Purity of the Blood."

Henry Ward Beecher.

"Clover Hill" Butter
"MAKES FRIENDS EVERYWHERE."

Absolutely pure, delicious to the taste and healthful to the whole body.
Sells at the best price because it is the best butter—the kind Mr. Beecher says: "Every man ought to eat."

A TEN CENT COUPON good in part payment for "Clover Hill" Butter, sent free, if you will send us your grocer's name and that of two other good grocers in your vicinity.

Interesting illustrated booklet "Mrs. Roberts Conversion" sent gratis on request.

FOX RIVER BUTTER COMPANY Aurora Ill.
THE LARGEST PRODUCERS OF PURE BUTTER IN THE WORLD.

A Convincing Union of Type and Illustration.

all closer together, then of the modern illustrating processes one can almost claim they made the world larger, in the sense of making it possible to represent salable articles to the people one could not have reached in any other way. In support of this one has only to read the illustrated advertisements and catalogues; those convincing unions of illustrations and type setting and run over in one's mind the score of names of prominent mail order houses. In



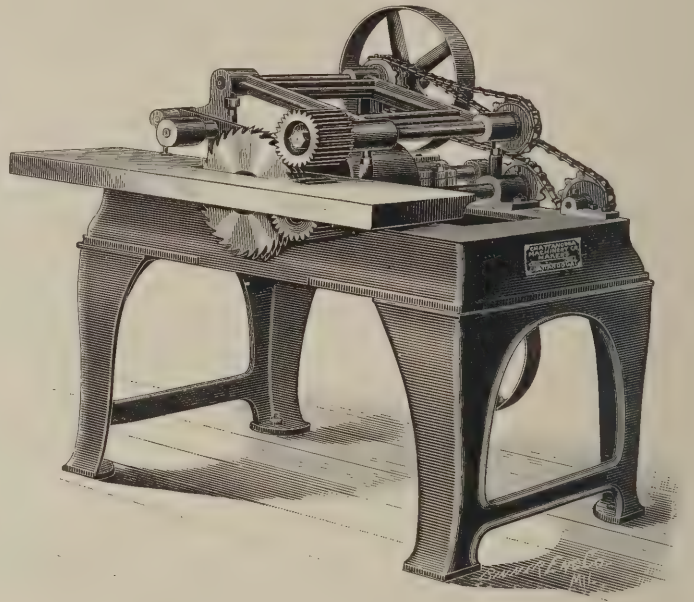
Architecture of Other Lands.



A Soft, Pleasing Picture — Entire Absence of Stiff Mechanical Lines.

nine cases out of ten, the buying public knows nothing of the house they are dealing with, nor the object they are buying. They rely entirely on the illustrations and the text of the advertisement, and in most of these sales one can feel that the first notice the public gave the article was occasioned by the illustration or the picture part of the advertisement. Pictures! That's what they are; modern half-tones, duplicating to a degree unknown before any drawing, painting, photograph, anything that the eye can see, and doing it in such a soft, pleasing way that the pub-

ods that have gone before, wood engraving, steel engraving, copper etching, lithographing, photogravure, and many other processes, the modern half-tone has eclipsed them all in the point of adaptability to all possible uses for commer-



A Mechanical Wood Cut — Showing Lines Ruled on the Wood Engravers' Ruling Machine.

cial and artistic purposes; where, in former years, an engraving was a matter of weeks and months, now it is a matter of hours only. Formerly the cost was almost prohibitive, now it is so reasonable that it has created a demand for itself, where formerly no one ever conceived one might exist. Such is the record of success of the half-tone plates.

Now, if the evolution of the plate itself from its crude wood cut forerunner has been so remarkable, it might be of interest to notice the effect this improvement has had upon the shop itself, that produces it. Shop! That was the name commonly attached to the small concerns of those earlier days, when half to a dozen men were considered a large force; when one or two attic rooms with good north light were all the location necessary. That the producers who kept advancing at the rate the product advanced, can be easily proven by merely glancing at the names of the establishments (not shops any more) that are scattered all over the land; where the latest improved machinery, electric light, special trained men in the different departments, well appointed offices and, in some few cases, a capable staff of trained artists and designers really exist. This latter is a want at times painfully evident by its absence, in the production of otherwise well appointed establishments.

The very accuracy with which the half tone process reproduces the copy, makes it necessary to have in all first class establishments artists that can change or brighten defective copy, in such a way that it will not be apparent in the finished plate. The awakening of the artistic taste in the American people, especially since the World's Fair at Chicago, calls for designers of more than the usual ability, to design the numerous booklets, magazines and newspaper ads., posters, catalogue illuminations, letter-heads, envelopes and all the cleverly thought of aids that the American business man calls for in his campaign for the almighty dollar.

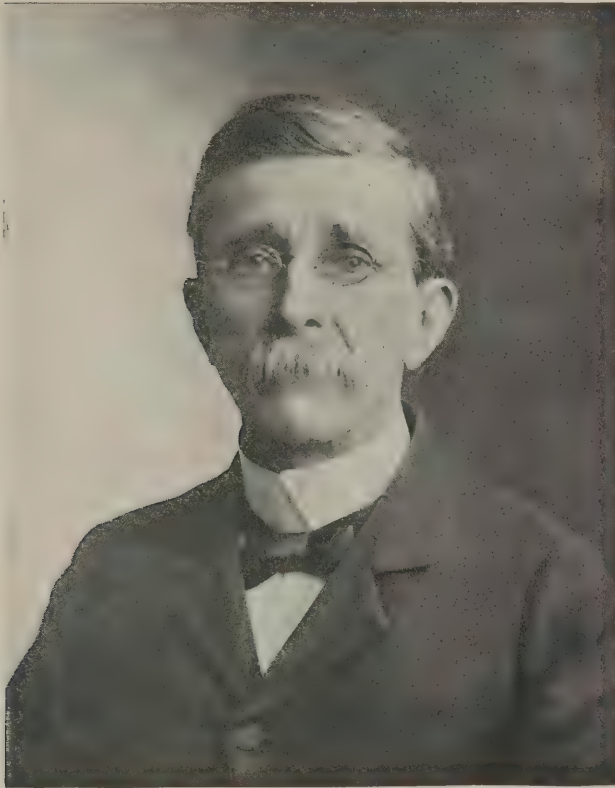
A Retouched Photo — The Work of Specially Trained Artists.

lie feels an entire absence of any stiff, mechanical process, reproducing the copy faithfully. Pictures, the striving after which we can trace way back through all the ages and nations to the time of the pyramid builders, and which still asserts itself in the crude decorative efforts of the savage tribes. Pictures, the craving for which is a part of human nature. This, then, is the want that the latter half of the century has reserved to itself to fill. After the many meth-

THE BADGER EDITORS.



FFICERS were elected at the meeting of the Wisconsin Press Association in Green Bay February 9th: President, M. P. Rindlaub, Platteville; Secretary, O. F. Roessler, Jefferson; Treasurer, Mrs. Flora B. Ginty, Chippewa Falls. The session was opened on the morning of February 8, with an address by President M. P. Rindlaub. He referred to attendance on a meeting of the Association in



Martin P. Rindlaub,

President Wisconsin Press Association.

Green Bay thirty years ago, speaking in a feeling manner of many then present who have since passed from earthly scenes. He plead for a larger membership in the Association, which, though comparatively large, embraces less than one-half of the newspapers of the State. He thought a thorough advertising of the Association, its benefits, and results, the practical education obtained and pleasures enjoyed might help to this end. He advocated combining on advertising rates, spoke for a better understanding between advertisers and publishers. He said: "A good rule is to establish a rate for your home advertisers and then not allow outside firms to occupy your columns for a less amount than your home advertisers pay."

Type setting machines in country offices were discussed by C. G. Starks of The Berlin Journal and C. W. Bowron of The Oshkosh Northwestern. "The New Richmond Cyclone" was reviewed by E. J. Scott of The New Richmond Republican-Voice. Miss Hattie B. Moberg of the Amherst Advocate read a paper on "Some of the Things a Woman Can Do in a Country Office," and George Crawford of The Mineral Point Democrat spoke on "Some Phases of Newspaper Work." The evening's program was commenced with prayer by Rev. J. M. A. Spence; musical selections

were rendered by Mrs. S. W. Harteau, and a poem was read by Gustav Kustermann.

Mr. Andrew Bruce, Madison, spoke on the "Gospel of the Press." He criticised sharply some of the methods of the metropolitan press, taking the Chicago papers as a basis for his remarks. He urged the paying of more attention to the conventionality of the people and less to monetary interests.

Governor Hoard made a strong appeal for a higher ideal for newspaper men, and particularly lauded the country press as being the conscience of the people. The country editors were in touch with nature and were nature's noblemen. They should think for themselves and express their own opinions. Politics and money, he said, were among the strongest agencies leading to the corruption of mankind.

The Association held its business meetings Thursday and Friday forenoons. The evenings were given up to music, speechmaking and social functions given by the citizens. During the afternoons the party of editors was escorted by city officers and business men to the various places of interest, particularly manufactories about the city. Among these institutions visited was the new Grand Opera House, now nearly completed, the Murphy saw mill, where a mill pond is kept thawed by means of steam pipes; the DePere paper mill, claimed to be the largest in the world, where the finest linen and print papers are made from rags; to the State Reformatory and other points of interest, gathering a vast amount of practical information that will enable them to give good, live facts to their readers regarding the institutions and interests of Green Bay. Herein, such newspaper assemblages are of value to citizens as well as to the editors themselves.

Before the meetings of the Association closed, an invitation was extended by the Wisconsin River Valley Advancement Association for an outing for the editors along the valley during the coming summer, with the promise to show the editors the banks where the wild pine grows, to tent them on new tentage grounds, surrounded by the prettiest lakes and the grandest of summer resortage pleasures, in sight of the tepees and wigwams of our red brothers—there are a few of them left; to show Hiawatha up-to-date, and where nature's canopy furnishes protection from storms; to quench their thirst from nature's crystal fountains and feed them game meats and feast them on birds and fresh fish from the forests and streams.

We were once elected an honorary member of the Wisconsin Press Association and wish to be counted in at their summer meeting.

INTERESTED IN CIRCULATION MATTERS.

Office of The Chicago Tribune,
Chicago, Ill., Feb. 14th, 1900.

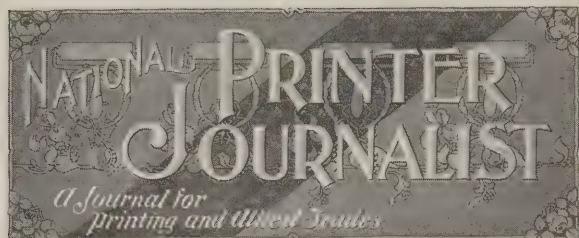
National Printer-Journalist, Chicago, Ill.

Gentlemen:—Enclosed find check for (\$2.00) two dollars, in payment for one year's subscription to the National Printer-Journalist, to commence with issue of February.

I see you have opened a department to cover the circulation field, which, I think, is a step in the right direction, as most papers devoted to newspaper making and advertising do not give any space whatever to this important department of newspaper work. I am interested in circulation matters, and wish all the numbers since the department commenced, which, I believe, is with this month's (February) issue. Send papers to my home address,—3252 Rhodes avenue.

Wishing you every success in your new departure,

Yours truly,
A. J. CHARLES,
Sup't Country Circulation Chicago Tribune.



Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY.

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

*Business Office and Editorial Rooms, 400 Caxton Building,
334 Dearborn Street, Chicago, Ill.*

SUBSCRIPTION PRICE, \$2 PER YEAR.

In England, 10s. 6d.

May be obtained in England from the International News Company,
Brems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep this monthly on sale regularly.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - MARCH, 1900.

Last month, in this department, a number of questions, propounded at the meeting of the Kansas Press Association, were answered with a promise to resume in this issue.



Question 23.—Is it a good plan to have excursions in connection with the meetings of the State Association?

Answer.—The most successful Associations of the United States have two sessions a year. The summer meeting generally includes a short excursion, while the winter meeting is given up entirely to business. Knowledge of one's own State and one's own country is of great value to every live editor or publisher. An editor should be thoroughly informed as to the institutions of his own State, and by visiting different cities, valuable facts are obtained that make the very best, most valuable, interesting and instructive matter for home readers. With the purpose of obtaining information of the best educational and industrial methods, advantages and improvements to be found or afforded by the State or the different cities thereof, excursions are of immense value. People like to read travel, and the editor whose horizon is bounded by the sky seen from his own office door is not fitted to give even home news interestingly, much less to instruct as to, or to speak intelligently of, the advantages or institutions of his own city, or of the possibilities for advancement. During properly conducted excursions, many practical facts are gained bearing directly on the calling. Besides travel affords needed recreation, and social enjoyment, and tends to awaken and brighten the faculties. Yes, with these considerations and objects in view, it is a good plan to have excursions

with the meetings of State Associations or else meet in different cities from year to year and devote a day or two to the viewing and becoming familiar with the beauties and advantages of each city, especially visiting State institutions, schools and factories. The visit of the Minnesota Association to the State Agricultural College, described in the account of the proceedings in this issue is a good illustration and just to the point.



Questions 24 and 25.—Would it be profitable for our Association to maintain its own ready-print and plate service? What is our remedy when the ready-print trust underbids and drives all competition out of business, and then names its own prices on prints and plates?

Answer.—To the 24th question, the experience of most associations that have tried the experiment gives a negative answer. The rule, too, is that every individual or organization makes the most by sticking closely to the business undertaken without trying to branch out into other lines. Still, there are exceptions to all rules. The Minnesota Editorial Association, as will be seen by the report of the Committee on Law Supplements, printed under the caption "Successful Co-operation" elsewhere in this issue, has saved thousands of dollars by a little co-operation in printing. Not only was money saved to its own members, but to every publisher in the State, by bringing down the price to all, hundreds of whom pocket the gains but show no disposition to help sustain the organization through which great, direct money benefit has come to them, on this and other occasions. Aside from business reasons, the selfishness, short-sightedness and improvidence of those to be benefited, have generally stood in the way of success. Human nature must be changed before the continued co-operation preached by Bellamy will ever be adopted. To get immediate advantage and to secure something for nothing appear to be the ruling passions with a great many who will go into a co-operative scheme and desert at the first temptation. Besides, it takes capital and experience to conduct even a ready-print or plate business. As to Question 25, which is so closely allied to 24, that we have connected the two, the answer is, encourage others to enter the business in order to make new competition or else imitate the example of the Minnesota Editorial Association, appoint a reliable committee of one, two or three members, and let that committee arrange with some printer outside of the combination to furnish ready-prints or plates at stipulated rates. Then share the cost of the same and the expenses of the committee pro rata among those receiving these ready-prints or plates. Another way is, as far as possible, to make the paper all home print, control your own advertising, make better papers, get better prices from advertisers and subscribers, and get rich. In this day of machine composition, buy a machine, or if no one office has sufficient composition to make this plan pay, then let the publishers of such city unite in the purchase of a machine, or stipulate to give a certain amount of their composition to one of their number who will make the purchase. No monopoly can exist in a free country, among a free, independent and resourceful people without it exists through the consent, slothfulness or indifference of the people. However, a first consideration should be whether the prices paid are too high. The wise man of business or manufacturer always strives to keep prices down to the lowest possible figure in order to retain, and make permanent, his business, and to prevent competition, or any temptation thereto by making the same impossible or unprofitable.

Question 26.—Is there a growing demand for a more frequent issue of country papers? In other words, is there any general demand for twice a week instead of weekly issues, regardless of loss or profit to the publishers?

Answer.—This question is very ably answered, in part, by the paper published in this issue of the National Printer-Journalist on "Tri-Weeklies." The writer of the article speaks from experience and covers the subject so thoroughly that very little need be said here in answer to the question. A daily "Rural Free Mail Delivery" will doubtless lead to the increasing a demand for and rendering profitable, in densely settled districts of the country at least, a more frequent issue of papers. This subject of Rural Free Mail Delivery, is also thoroughly and exhaustively treated in two articles in this issue. The facts stated therein are of great importance in the answering of this question, and, to newspaper publishers, in many other ways. The articles should be carefully studied and publishers should act in harmony with the desirable results shown to have been reached. The profit of the publisher must always be taken into account, and certainly to him there can be no demand "general" or otherwise, regardless of profit. It is with the publisher only a question as to whether greater profit can be made and greater satisfaction be given by publishing two or three times a week instead of once a week. Where a grocer's or butcher's delivery wagon can only profitably reach customers once a week, the customers will be satisfied with weekly service for their groceries and their meats, but it is presumed that, if, where such service has been weekly, some one would start in and deliver just the goods wanted twice or three times a week, he would be likely, in a short time, to get the bulk of the business. People like both their news and their meats fresh.



Question 27.—Would the removal of the tariff on wood pulp and paper, in your opinion, cheapen the market price of paper?

Answer.—The removal of the United States tariff on dry wood pulp, which as shown by a copy of the revenue law printed last month, is only 1-12 of a cent a pound on unbleached, and 1-4 of a cent on bleached, could have but very little effect on the price of paper. If the paper output is controlled as to price by a combination that can not be broken and that exists merely to hold up the price regardless of a proper profit on actual cost of production, then the so-called trust could quietly pocket this 1-12 or 1-4 cent as an additional profit. This paper question which was commenced in our February issue and was to be considered further this month, is omitted, to await the discussions and action of the National Editorial Association now in annual convention in New Orleans.



Question 28.—What makes it possible for the United States Government to furnish business houses with printed envelopes at a material reduction in price just at a time the envelope trust advances the price to printers about 40 per cent?

Answer.—The Government had a contract, secured by proper bonds for carrying out its conditions, with a Connecticut contractor, who, in turn, had a contract with two large paper and envelope manufacturing establishments. Until that contract expires, the Government gets envelopes at the old agreed price. It is the provision of the law that the United States should make no profit on the business, and as the contract was let under competitive bids, the figures obtained, on account of the large quantities purchased,

were correspondingly low. As the printing on envelopes ordered by bankers and other business men in from five hundred (never less than five hundred) to fifty thousand lots, is done on the sheets, before the envelopes are made, the cost of printing is almost nothing. The contractors can afford to do the printing without charge, or, at most, with only a nominal charge, for the purpose of increasing the output. Two years ago the printed envelopes sold through the Government amounted to over \$7,000,000. This answer is based on information obtained at about that time. It is probable that the new contract for envelopes was made shortly before the rise in paper. Printers, or, at least, some of them, are foolish enough to think that the United States ought not to continue in the business of selling envelopes to private individuals, directly competing with job printers. These are probably wrong, as editors and printers have a good deal to do with making Senators, Congressmen and other officials, and it is to be presumed that this competition is kept up through the influence and votes of these holders of public office, through gratitude and in order to relieve printers of the superabundance of work that is crowded upon them and in that way decrease their cares. It saves money to bankers, insurance companies and large, well-known corporations whose correspondence runs into tens of thousands and hundreds of thousands of letters, annually. If the interests of these are subserved, what right have the printers or the publishers of papers in the smaller and the medium sized cities, part of whose income is derived from the job offices, to complain?

WOMAN'S PART IN JOURNALISM.

THE history of the progress of journalism through its various stages of development is the keynote to the mental growth and enlightenment of the people, It is the pulse through which is calculated the mercantile, the religious, the scientific and the social status of the universe; and through its medium is determined not only the moral and spiritual growth of the people, but their artistic and literary attainments as well, and their development and progress is noted on all lines through the avenue of the press.

Our profession is perhaps one of the most important of modern civilized life.

Journalism as we understand it, or more properly newspaperdom, is a comparatively modern institution, and up to a hundred years ago was decidedly provincial and meager in its efforts, accomplishing little toward the education of the masses.

The advent of woman into journalism came first through her idealistic and poetic nature, lending a charm and a refining influence by its sweet sentiment to the prosy and dreary character of the earlier press.

Early American women journalists were given to thoughtful meditation instead of scientific researches and their advent into the field brought a refining influence which was strengthening in its appeal to the soul.

To Mrs. Frances Osgood, Hannah Gould and others of their time is given the credit of possessing the qualities of higher literary attainments which has shown itself more plainly in others with the later opportunities and advantages offered the sex.

Woman's first work in journalism was distinctly feminine and appealed entirely to the domestic and feminine side of her nature, subjects dear to the heart of woman were treated at length and, until the arrival of Sara Willis Eldridge, "Fanny Fern" and Miriam Berry in the Widow Bedott letters, which were signals for a broadening of

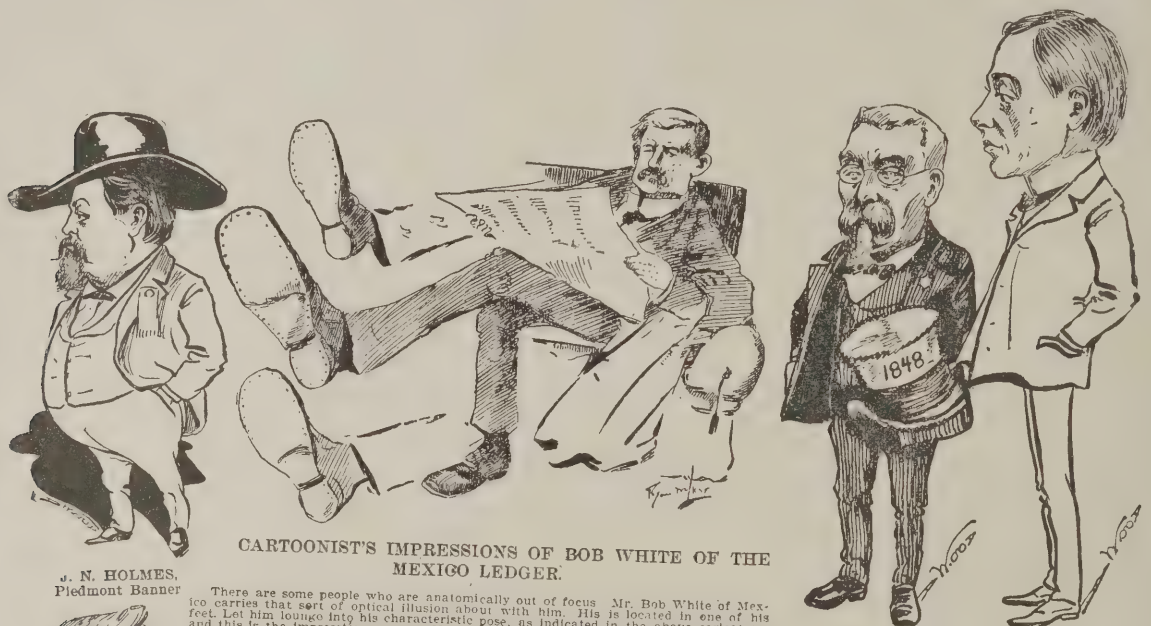
ideas among women writers, woman's work was decidedly limited.

Woman is accused of being devoid of the sense of humor, but among the cleverest satirists are found women writers, and the pungent humor of Maria Holly, "Josiah Allen's Wife," Phoebe Cary and later Lillian Bell and "Bab," and many others is fully appreciated.

Literary and magazine work, fiction and poetry, have been fields into which woman has entered eagerly and worked diligently with credit to herself and equal to the

women would scarcely be believed, so naturally and easily has woman assumed its responsibilities, and, so far as distinguishing between the sexes, such a thing is quite impossible, woman's part is co-equal with man's and corresponds one with the other. Woman has come to be a power in all lines, including politics, which she must necessarily view from afar off. What greater influence has been exercised upon politics and religion than through the pens of Harriet Beecher Stowe and Mrs. Humphrey Warde?

One of the most successful war correspondents in South



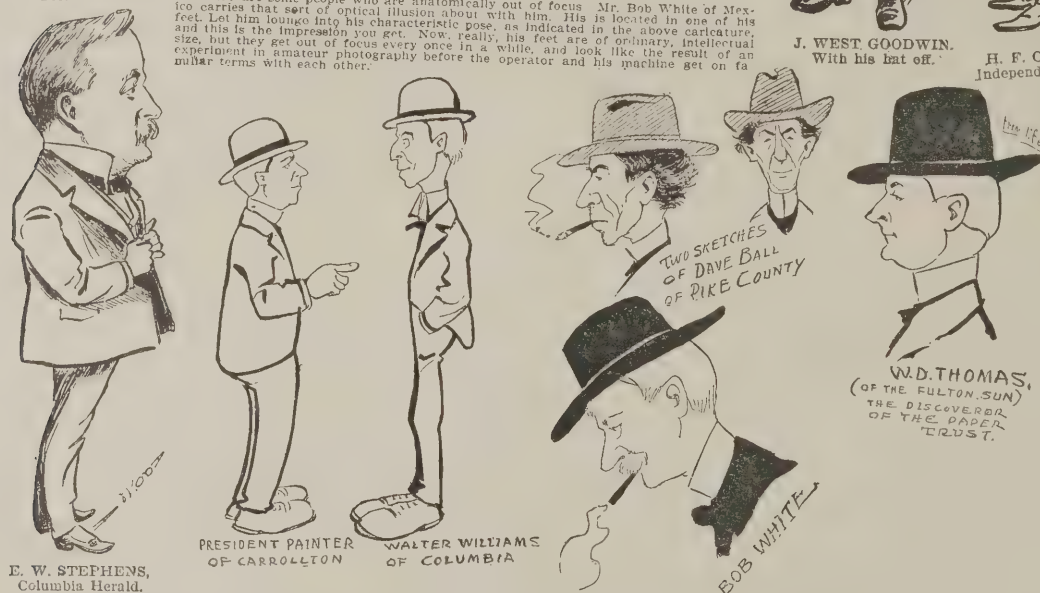
CARTOONIST'S IMPRESSIONS OF BOB WHITE OF THE MEXICO LEDGER.

J. N. HOLMES,
Piedmont Banner.

There are some people who are anatomically out of focus. Mr. Bob White of Mexico carries that sort of optical illusion about with him. His feet are located in one of his hands. Let him lounge into his characteristic pose, as indicated in the above caricature, and this is the impression you get. Now, really, his feet are of ordinary, intellectual size, but they get out of focus every once in a while, and look like the result of an experiment in amateur photography before the operator and his machine get on familiar terms with each other.

J. WEST GOODWIN.
With his hat off.

H. F. CHILDERS.
Independence Sentinel.



E. W. STEPHENS,
Columbia Herald.

PRESIDENT PAINTER
OF CARROLLTON

WALTER WILLIAMS
OF COLUMBIA

TWO SKETCHES
OF DAVE BALL
OF PIKE COUNTY

W.D. THOMAS,
(OF THE FULTON SUN)
THE DISCOVERER
OF THE PAPER
"TRUST."

BOB WHITE

Missouri Editors as Cartooned by the St. Louis Dailies.

sterner sex for many years. Within the past ten years since the approach of woman into every avenue of work for which she shows ability, her efforts in the field of actual newspaper work have shown themselves to a marked degree. Woman is no longer swayed to such an extent by her emotions, she has learned to think deeply and in a practical manner; she takes kindly to a profession which offers a diversity of work such as we find in the newspaper field, and has fitted into its requirements to such an extent that she has already attained a large entrance to its portals. The large numbers of actual newspaper workers among

Africa at the present time is Lady Sarah Wilson and the experiences of Catherine Wescott Romney in publishing a newspaper on the frontier, rival the pages of a dime novel, but she was eminently successful.

Woman has run the gamut with her brother in all lines of the work, and has proven herself capable of filling its requirements.

The equal rights of woman has no better argument to offer for herself than the record she has made in journalism.

Woman's interests are the same, her strife is the same,

and her victories or failures must be meted out in the same degree as man's. The immortal Kate Field is a shining example of the modern newspaper woman, as was also Ruth Ashmore, women who struggled through all trials, entering every field of labor, and, with their glowing pens, brightening and enlarging the lives of others, and widening their powers for good.

Woman's part in our profession is not distinct from man's; she is a co-laborer, and works to the same end and with the same object in view; her efforts, perhaps, are not as far reaching as man's, yet to woman in journalism must be given the credit of having been largely responsible for some good having been accomplished along the line of temperance, and in battling with many of the wretched social evils existing around us constantly.

Woman is by nature given to piety; she leads her readers into a religious train of thought. She has a keen sense of the beautiful and encourages the arts, and a love for nature; her ideas on the social conditions of the people are clear and sound; her judgment is found to be fair and impartial.

We see in her work a gain to the profession, which has called to the service of man the faculties of a sex that can

THE NORTH STAR EDITORS.



NE hundred and eighty-six paying members, actual editors and publishers of papers, present and taking part in the proceedings, was the splendid record at the meeting of Minnesota Editors' and Publishers' Association in Minneapolis, February 15 and 16, this year. It was the largest actual attendance at any session in the history of the association. The interest manifested and the high qualities of the papers presented were in harmony with the large attendance. Nothing could possibly be more gratifying to the editor of this paper than to witness this advance in the association over which for three years, now fifteen years in the past, he had the pleasure of presiding. It speaks of an advance in newspaper making in Minnesota that should be a subject for pride and congratulation to every editor and publisher of the North Star State.

The editors, very sensibly, passed the first day in an inspection of the State Agricultural School, Farm and Experiment Station—an institution in which every newspaper reader, every citizen of Minnesota, ought to take a deep



Minnesota Editors Visiting the State University.

penetrate at a glance the mysteries which men have puzzled over for years, utilizing the results of her efforts for the mutual benefit of all.

Woman's part in journalism is to labor long and unceasingly beside her fraternal brother, with ever that thought of a higher reward in the help of her fellow creatures to inspire her.

MARILLA LEE,

Before the Minnesota Editors' and Publishers' Association.

EDITORS OF AGRICULTURAL PAPERS MEET.

The National Agricultural Press League held a special meeting February 12, in Chicago, with President George B. Briggs in the chair. Resolutions were adopted urging the National Congress to remove the duty on all print paper, pulp and other materials which enter into its manufacture. The plan of the 50 papers represented in the league, uniting to purchase all paper used from one mill, was favorably discussed. A committee was appointed to make arrangements for an excursion in August to Colorado and the Yellowstone Park. It was decided to hold the next annual meeting in Milwaukee upon a date coincident with the convention of the National Association of Agricultural Implement and Vehicle Manufacturers. A number of new members were elected and much interest was manifested.

interest and to have in its splendid success and increasing usefulness a genuine pride.

The pencil-wielders were first greeted by the Minneapolis Press Club, and then by the Mayor of the city, who is himself an editor.

President Huntington briefly responded, when the members, who must ever be seekers after knowledge to impart to their readers, made ready to depart for Minnesota's fountain of practical knowledge and instruction. Just at this time the artist of the Minneapolis Times caught members of the party at the West Hotel with his camera. Through his courtesy and that of his splendid paper we are able to present these gophers on their way to dig for an understanding of the methods by which the youth of the State are lead into all the wonders of plant and animal life and growth, agricultural chemistry, anatomy, physiology, hygiene and all the other branches of science necessary to modern farming. The editors were clad as befits a day with the mercury at eighteen degrees below zero. "All aboard for the Agricultural College," was the cry heard when the press people found themselves lined up along six big cars of the Twin City Transit Line. It was a jolly train load. Sociality and songs, supplemented by cakewalks up and down the aisles by some of the members who have

attended the conventions of the Association for nearly four decades, and have grown younger and jollier every year, filled in the time of the joyous ride in Minnesota's bracing atmosphere until roomy busses on runners for the ladies took the place of the cars, while the men footed it over the crisp snow.

The farm buildings reached, a cordial greeting awaited them, extended with glad hand by Colonel W. M. Liggett, dean of the School of Agriculture. All were ushered into the great assembly room, where the dean introduced J. A. Vye, manager of the school paper, who described to the editors the manner in which he printed 2,000 copies a month.

Professor Snyder told of the education in chemistry which the prospective farmers were given at the college.

After a talk by Principal Brewster, President Huntington complimented the school and its work, and urged the editors to tell the public about it.

Mayor Gray, being called on again, gave the editors his theory as to the manner in which a city should be managed. His plan was to first find out just what the papers want, and then have a council do it.

SOME BRIGHT SPEECHES.

H. P. Hall, "who had regretted all his life that he had not remained a farmer," delivered a serio-comic ten-minute address which was replete with good things. Professor Hayes, Mrs. Meredith and Professor Lugger each entertained the molders of thought with five-minute talks, preceding President Cyrus Northrop's address.

When the worthy President arose he was greeted with applause and was frequently interrupted during the course of his twenty-minute address by manifestations of the audience's appreciation. It was the clearest exposition of the agricultural school and of the university as a whole that has ever been given anywhere or at any time. He was given the closest attention.

Following President Northrop (we quote from the Minneapolis Times) came Conde Hamlin, of the St. Paul Pioneer Press, who spoke from the newspaper man's standpoint, showing a just pride in his profession and comparing it with several others to their disadvantage.

Dinner was announced at the close of his talk and in a few minutes the assembly hall was emptied and the audience was on its way to the dining hall. Here a substantial dinner was spread, and inasmuch as each table was presided over by some one connected with the college, it need not be supposed that any guest was allowed to go away hungry.

The time between the dessert and the hour of departure was utilized by the guests in visits to the several departments of the college, where the students were found engaged in their studies. Considerable interest was manifested in the work being accomplished in the horticultural department, and the visitors spent some very profitable minutes in the new building and its outlying conservatories.

At 4:30 the return trip began from Dooley avenue, and half an hour later the party alighted at the West Hotel.

The editors and their wives made up two theater parties at the Metropolitan and Bijou Opera Houses that night. At the Metropolitan some witnessed the performance of the Corinne opera company, and others saw "Through the Breakers" at the Bijou.

After the performance the editors—it being a stag party—gathered in the main dining room of the West Hotel, where they whiled away the hours until well into the morning with a social session, in which song and story were very pleasantly intermingled. Colonel A. X. Schall, President

of the Press Club, was master of ceremonies, and he made the fun fast and furious.

The chief funmakers were W. I. Nolan, H. P. Hall, of St. Paul, who never missed but one annual editorial meeting, and Eddie Collins in characteristic songs and monologues. Mr. Hall harped on the old theme of twin city rivalry until he was drowned out in the rousing chorus of "That's a Chestnut, That's a Chestnut," to the air of "Clementina, Clementine." There were other incidents of a nature calculated to embarrass Mr. Hall while he trod the boards, but he held to his course unabashed and became so decidedly funny in his own inimitable way that when he finally gracefully descended from the platform he was almost forced to respond to an encore.

W. H. Eustis proposed a toast to "The Country Press," and in so doing paid the "free, untrammelled, uncensured molders of public opinion" a most eloquent tribute.

About that time Charles S. Mitchell, of the Alexander Post-News was asked to lead off in the fearful and wonderful yell manufactured by the editors on their annual junket to the canyon of the Colorado last fall. The editors joined their voices with him with great gusto and fairly raised the roof with their united vocal endeavor.

Mr. Graham, of the Corinne company, gave the audience a bit from "Julius Caesar," which he recited with such truly dramatic fervor as to call forth the vociferous applause of his auditors. He responded with a selection from Edgar Allan Poe, which was as well received.

The Keystone quartette, also of the Corinne opera company, made a tremendous hit with their magnificently blended voices in the songs, "Kentucky Babe," "Because I Love You," and encores which suited the popular fancy to a capital T.

Mr. De Lange, another member of the company, heightened the effect greatly with his comic songs.

Robert Fitch, of Minneapolis, contributed a coster song—after Chevalier—and was a close second to his professional associates on the programme.

And there were others.

This is the way they have among the editors of the State of the North Star. The editor of this paper arrived in time to enjoy the two sessions of the second day and to listen to the able papers, the substance of which are printed elsewhere in this issue.

At the morning session the following papers were read:

"Where Every Editor May Stand," A. W. Blakeley, Rochester Post-Record.

"The Editor as a Business Man," J. A. Wharton, Willmar News.

"Woman's Part in Journalism," Mrs. Franklyn W. Lee, Rush City Post.

"Make-up and Type Display," John E. King, Adrian Democrat.

"The Extended Influence of the Press if Rural Mail Delivery were General Through Minnesota," Secretary C. P. Stine, St. Paul.

The last paper met with marked approval and lead to a brief discussion and the relation of experience, all favorable to "Rural Free Mail Delivery," and showing that only good had resulted to both local weeklies and to dailies, as well as to local merchants and to the agricultural communities.

Previous to the reading of the papers an attempt was made to foist a local quarrel with regard to public printing in Brown County on the Association under a charge against a member of conduct unbecoming an editor. Although the boys who failed, as they claimed, to get their share of the pudding in the county printing, managed to

air their grievances, the resolution for a committee to investigate the charges was laid on the table by almost a unanimous vote, and the accused, to that extent, was vindicated without the hearing of his side, which he asked the privilege to state. During the preliminary discussion before the motion to lay on the table was made Mr. Charles

Of the other business transacted the Minneapolis Times gave the following account:

The election over, certain members of the Association set about to repeal a constitutional provision allowing each publication but one vote. C. W. Stanton moved that the section be amended so as to read that every person holding



Six Prominent Members of the Minnesota Editorial Association that Visited the State Experimental Farm.

Photographed in the dining-room by the Minneapolis Times' staff photographer.

They are, commencing on the right, David Ramaley of St. Paul, W. B. Mitchell of St. Cloud, John C. Wise of Mankato, H. P. Hall of St. Paul, President Cyrus Northrop of the State University, and Granville S. Pease of Anoka.

S. Mitchell, of the Post-News, Alexandria, who was afterwards elected President, got in some telling hits against the squabbles over legal printing and the running after the loaves and fishes in politics. His words would prove wholesome and profitable reading for editors all over the United States. He said in part:

"I wish to the Lord there was no such thing as county printing. And I wish to the Lord every editor in the State could make a good, honest living without having to bother his head about official patronage, and I wish none of us had a thing to do with politics."

The following officers were elected at the afternoon session:

President—C. S. Mitchell, Alexandria.
 First Vice-President—W. R. Edwards, Tracy.
 Second Vice-President—A. B. Allen, Battle Lake.
 Third Vice-President—H. C. Miller, St. Peter.
 Secretary—Charles P. Stine, St. Paul.
 Treasurer—David Ramaley, St. Paul.
 Executive Committee—Frank Meyst, C. C. Whitney and H. P. Hall.

a membership ticket in the Association shall be entitled to a vote.

Editor Pease, of Anoka, opposed the amendment, as unjust to those newspapers that have only one representative in the Association. Editor Johnson, in a rattling speech, heartily indorsed the amendment which, when put to a vote, received forty-eight out of the sixty-seven votes, and therefore prevailed under the two-thirds rule.

The matter of the paper trust and the consequent high price of paper now prevailing then received attention. George N. Lamphere offered a resolution that "in view of the extortion of the paper trust, this Association respectfully and urgently request the United States Senators and Representatives from this State to support a measure removing the duty on wood pulp imported into this country."

Treasurer Ramaley thought it would be a mistake to adopt such a resolution, as in his opinion the paper trust had nothing to do with the rise in the price of paper.

In response to a request, B. B. Herbert, of the National Printer-Journalist of Chicago, who has given the subject much attention, expressed his views. Mr. Herbert said that

if the entire tariff on wood pulp were removed it would not decrease the price of paper more than a quarter of a cent a pound. Mr. Herbert admitted that the paper trust was hurtful, but he advised the Association to appoint a committee to investigate the matter and ascertain the facts before taking action.

H. P. Hall favored the resolution, which was finally adopted by a big majority.

NAME IS CHANGED.

Captain C. C. Whitney offered a resolution providing that the name of the Association be changed from the Minnesota Editors' and Publishers' Association to the Minnesota Editorial Association, in order to simplify the work and because the latter name would be more in keeping with

SUCCESSFUL CO-OPERATION.

The following from the report of the committee on law supplements of the Minnesota Editorial Association show how publishers and printers may successfully co-operate:

The committee was able to secure the orders of two hundred and ninety-one (291) newspaper publishers for law supplements, the aggregate of their orders amounting to 204,667 copies. There was received from the State \$73 for each paper, amounting to \$21,243, to which was added \$12.88 for 1,000 supplements sold to the Winona Independent, which paper was not entitled on account of being under age (not having been published for a year), to participate, making the total amount received \$21,255.88. This amount was divided between the papers from which orders were received, according to an impartial system, arrived at on



GOMER T. DAVIES, Secretary.



L. F. RANDOLPH, President.

Officers of the Kansas Editorial Association.

the objects of the Association. The resolution was adopted.

Then followed the adoption of the resolution authorizing the appointment of the special committee to draft a bill amending and codifying the State laws regulating the award of contracts for county printing.

Resolutions were adopted thanking the Minneapolis Press Club for the many courtesies extended to the Association, and likewise the West Hotel management, the street railway company, the railroads, President Cyrus Northrop and the faculty of the State Agricultural College.

The Association then adjourned for one year.

an equitable basis, less the expense of printing supplements and incidental expenses. The amount actually divided was \$18,258.66, and the amount of expense was \$2,997.22. This expense is itemized as follows:

St. Paul Dispatch, printing supplements, etc.....	\$2,505.61
Printing and mailing circulars, postage and revenue stamps, and expenses of committee.....	491.61
	\$2,997.22

The cost to publishers of supplements was slightly less than 50 per cent of the cost to them two years previous.

The only members of the committee who incurred or charged any expense were the chairman and the secretary,

Mr. Hoard. Both performed a large amount of work, as all can readily appreciate by the results accomplished. Neither the chairman nor the secretary made any money out of the job, and was barely reimbursed his expenses.

The committee was given every facility and was materially aided in its work by the St. Paul Dispatch, that paper under the direction of A. M. Knox, business manager, performing a large amount of work for which no charge was made. As all of you can easily imagine, many obstacles were placed in the path of the committee, and without the valuable aid of the Dispatch, it would have been impossible at that time to overcome them.

The committee succeeded in its undertaking to a degree which was encouraging, but its success would have been much greater if all the publishers of legal newspapers in the State had co-operated with it. Whether they can be

PRESIDENT RANDOLPH AND HIS PRINTING OFFICE.



LACING Mr. Leslie Fitz Randolph, Nortonville News, at the head of the Kansas Press Association gives the opportunity to introduce our readers to one of the neatest editorial sanctums in this county. He was born near Meadville, Pa., March 12, 1851. The family moved to Atchison county, Kansas, in 1863, where Leslie worked on a farm and attended public schools. At twenty years of age he began teaching school. For several years following he was a student of a normal school at Edinboro, Pa., and of a university at Alfred, New York.

In 1874 he began the study of law at Meadville with Hon. H. L. Richmond, afterward a member of Congress



Home Library of L. F. Randolph, Nortonville, Kan.

induced to do so when the time comes to again take action in this matter may be doubtful, but we trust that the confidence of a larger number has been won by what was accomplished by the committee last year. Respectfully submitted,

GEORGE N. LAMPHERE,

Chairman Committee on Law Supplements.

FRUITS OF FOREIGN CIRCULATION.

St. Louis, February 15, 1900.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—We beg to advise you that fruits of your foreign circulation has come to hand from the Star, at Hawera, New Zealand, W. A. Parkinson, proprietor. Very respectfully,

HOKE ENGRAVING PLATE CO.

from Pennsylvania. His law studies were completed several years later at Topeka, Kansas, with his brother, former attorney general of the State. Then followed his admission to practice in the district court and afterward in the supreme court. He is now an active member of the State Bar association.

Mr. Randolph served as a member of the Kansas legislature from Atchison county two sessions, and was for two years Mayor of Nortonville, one year of which a majority of the city council were women. From 1883 to 1897 he was associated with the reporter of the Kansas supreme court in editing the reports of that court. In politics Mr. Randolph is a Republican. He is a member of the State Central Committee of that party, in which capacity he has served several years. Though at different times urged to be a can-

didate for high political office he emphatically declines, preferring to give his attention to private affairs and incidentally to be helpful to his friends.

Mr. Randolph gives but little attention to the practice of law, most of his time being taken by other interests. He is a member of the board of directors of the Bank of Nortonville, the largest bank in the county. But newspaper work suits him best. Besides close attention to the details of the business he also writes an occasional magazine article.

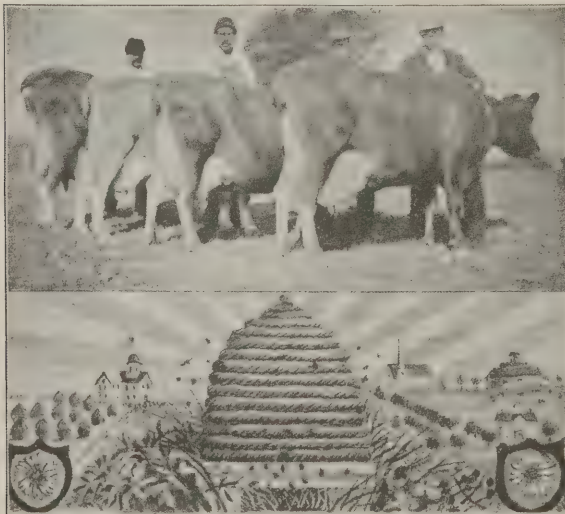
The Nortonville News, of which Mr. Randolph has been the editor and proprietor for the past ten years, is recog-



Office of Nortonville News.

nized as one of the leading weekly papers of the State. He has been an active member of the Kansas Editorial Association from its organization, and has been a delegate to the conventions of the National Editorial Association held at Chicago, St. Augustine, Denver, Portland and New Orleans.

In 1883 Mr. Randolph was married to Miss Addie R. Wheeler. They have one child, Olive, who though only



"Out There in Kansas."

fifteen years of age assists in the proof-reading on her father's paper. The family has one of the beautiful homes of Nortonville. One of the illustrations herewith represents

the home library—the editor's den. His library is among the largest and choicest private miscellaneous collections in the State and is one of the treasured possessions of the editor.

THE INDIANA REPUBLICAN EDITORIAL ASSOCIATION.



SOME partisan editorial associations seem to consider that they can best prepare themselves to serve their parties by talking politics at them; others deem that the desired end will be best accomplished by improving themselves in their calling. The Indiana Republican Association appears to belong to the latter class, as will be perceived by the following brief account of its recent meeting, given in the Review of Greensburg:

The twenty-third annual meeting of the Indiana Republican Editorial Association was held in Denison. Several important papers were read, all being on subjects of special interest to publishers of newspapers. "Rural Mail Delivery; Its Effect on the Local Paper," by N. S. Cragun, of the Lebanon Patriot brought out the point that the speaker considered rural mail delivery of particular advantage to the small daily in giving a broader field for its county circulation.

"Foreign Advertising" was treated by Fred A. Miller, of the South Bend Tribune, who said that while he could not approve of the acceptance of foreign advertising at cut rates, he did feel that foreign advertisers were entitled to the same treatment that was accorded to home advertisers.

"The Dignity of the Profession," by A. M. Willoughby, brought out the thought that the newspaper business was a profession from which should be eliminated all grossness, hackneyed humor and tendency to fill up with trash to suit a fancied, popular taste.

Marshall Hacker of the Columbus Republican spoke on "The Editorial," saying that the writer should abstain from making his pen the instrument for satisfying any personal spite and that in party politics a Republican editor should know no factions, but should work for the success of the entire party at all times.

Talks on circulation were made by H. M. Smith, of the Greencastle Banner; W. W. Lockwood of the Peru Republican; J. A. Kautz of the Kokomo Tribune, and A. W. Tracy, of the Hartford City Times.

The following named officers and delegates were chosen:

President—Wallace B. Campbell, of Anderson.

Secretary—M. W. Pershing, of Tipton.

First Vice-President—M. C. Garber, of Madison.

Second Vice-President—E. J. Marsh, of Portland.

Executive Committee—W. B. Campbell, of Anderson; M. W. Pershing, of Tipton; F. T. Singleton, of Martinsville; J. D. Hogate, of Danville; H. J. Martin, of Franklin.

District Committee—First district, John Chewing, of Rockport; second, W. B. Maddock, of Bloomfield; third, J. A. Kemp, of Salem; fourth, A. M. Willoughby, of Greensburg; fifth, F. T. Singleton, of Martinsville; sixth, W. S. Montgomery, of Greenfield; seventh, H. S. New, of Indianapolis; eighth, D. H. Swaim, of Bluffton; ninth, M. W. Pershing, of Tipton; tenth, H. A. Strohm, of Kentland; eleventh, W. W. Lockwood, of Peru; twelfth, F. M. Mills, of Waterloo; thirteenth, F. A. Miller, of South Bend.

Delegates to the National Convention at New Orleans—W. E. Beeson, of Winchester; E. O. Rose, of Angola; J. A. Kautz, of Kokomo; W. H. Craig, of Noblesville; M. C. Garber, of Madison.

THE JOB PRINTER.

By Charles H. Cochrane, New York.



PAMPHERD menial of color who condescends to act as my factotum in the sky-scraper where I do my literary work handed me, the other day, upon the silver salver on which those who write for the press are invariably served, two letters.

"I specs dis yere ain't no good, suh," he took upon himself to remark concerning the letter that lay uppermost.

"Why not, Rastus?" said I.

I call the boy Rastus because I do not fancy his real name, and I talk to him, and allow him to talk to me, in a sort of familiar way—of which, nevertheless, he knows the limits—because I hold that even a colored boy may have some ideas and opinions that are worth hearing, and some powers of observation that occasionally prove interesting. Rastus has handled my mail quite a while, and I have often observed him reading with interest the printing journals and typographic specimens that lie scattered about. So, as I say, I asked him his reason for forming the opinion he expressed.

"Why, suh," said he, with a kind of Sherlock Holmes sparkle in his expressive eye, "jes look at dis envelop—such poor stuff it hab got tore in the mail. And see the printing in the corner—must hab bin set up in the country, shuah. But the other consahn's all right, boss."

As a matter of fact, the two envelopes (and their contents, as later appeared) were first-rate exemplars of two entirely opposite types of reasoning and effort. Both chanced to be answers to letters of mine to concerns with which it was possible I might do business. The one that had attracted the unfavorable comment of Rastus was from a man in Harrisburgh, Penn., doing, as I have been informed, a large business. But his envelope stock was of poor quality, and the label was set in a most slouchy manner, and then indifferently printed. His letter-head was even worse. Lack of taste and judgment was stamped on it in 20-line pica Gothic. Added to this, the subject matter of the letter was written on a typewriter that had a muddy ribbon, and you have the tout ensemble.

The other letter was from a smallish place in Connecticut—Ansonia. The envelope stock was good, and the label well set. Inside, the letter-head was set in different sizes of a medium heavy Gothic series, and the presswork left nothing to be desired. The typewriting was clear, and the communication short and to the point. Both firms writing to me were in the same line of business, and both wanted the order I controlled.

It is scarcely necessary to tell the discriminating reader which concern received the order.

There are those who will argue that from an economic standpoint I should have looked deeper into the matter than this, and not acted merely on impulse or on a first impression in giving an order possibly of importance. But I answer that this is a workaday age, in which few things are more important than time, and that I, as every other business man, am largely guided in my business judgments by just such impressions as this. If a man's esthetic side has been cultivated to the extent that he will pay more money to have a first-class job of printing done when the form and character of it stands as an advertisement to the world of himself, I argue that that person as a man is evidently more developed, his judgment is better, his in-

sight is keener, and, doubtless, the product of his factory will be better. Thus I argue, consciously or unconsciously, in forming my conclusions; so does every good business man.

This tendency (to do good work for its own sake) is recognized in the recent attempts of the New York Board of Education to develop the artistic side of the pupil instead of, exclusively, the literary side. You might think, if you walked into one of the lower grades of the New York public schools to-day, that you had accidentally stepped into an institute of technology. I am as sure as one can be of anything in this world that this is the system that will give us better job-printers in the next generation—yes, even in the next decade. For if job-printing is not an artistic occupation, then I know of no so-called trade that can be justly so called. You may truly say that every job given to a compositor is a picture in embryo. What it will look like depends to a great extent upon the man who sets it up. Of course there are limitations of type, and space, and time, and a dozen other things that affect, perhaps unfavorably, the finished product; but this does not invalidate the truth of the principle stated. A man of artistic taste will make a neat and attractive circular from even mediocre materials; a man without taste will be given exactly the same choice of material and turn you out a handbill.

"Yes, yes," you say, "I know that. But where am I going to get these artistic job-printers? I would rather have them than the poor kind I have got. But the best men are all in the large cities, getting high wages. I can set a pretty fair job myself, but I have no time to spend that way. I want my men to do the work."

You are perfectly right; no employing printer, unless it be in a man-and-a-boy office, can afford to set up his own jobs. If he would keep out of the sheriff's hands, his time is worth much more outside of the office than in. But the good job-printers must be secured or the work will go elsewhere? Then educate your printers. You don't know just how? Well, it is true that a river cannot rise above its source, and that, ordinarily, a pupil will not rank far above his teacher. If the employer does not know a good job when he sees it, or, being dissatisfied, cannot tell what ought to be done to it to improve it, he really should not have stocked an office with type and gone into the business. However, this is not an ideal world, and we must face conditions rather than theories. You are in business, and must make the best of it. You need a little educating yourself. Write to the leading trade journals, and ask them either for samples of tasteful work, or for the address of parties who have sent or do send in tasteful specimens. Get samples from these people and study them. Paste them up on the walls and make your men study them. My word for it, they are usually as anxious to improve as you can be to have them do so. Why, when I was a boy in a country office, without many opportunities of seeing really good work, I actually paid an older printer who chanced along to give me some points on setting difficult and "fancy" work. He was fortunately a man of good sense, and I have never had occasion to regret the five hard-earned dollars I gave him. He understood the principles of typography, even if he had not sufficient control over his appetite for drink to become the man he ought to have been. I remember now some of the fundamental truths he told me that are as true to-day as ever they were, and on which, even with my years of experience since then, I can scarcely improve.

"Remember, my boy," said this graybeard, "never to overdo a job. Study simplicity always and the particular nature of the piece of work before you. An invitation to a

ball, and a circular calling attention to the excellence of a new line of chilled steel plows, strike you as being very different affairs, don't they? Certainly. They suggest different ideas, and must be treated differently. Common sense will tell you that. Both should be simple; but if there is any chance for ornateness, give it to the ball invitation. Two colors, perhaps—a carmine figure or initial, or border, and plain light type for the black. The iron man's circular all in one style, the line as to plows standing out in relief, the rest subdued, but strictly in keeping. No light flourishes, nothing fancy. In short, always use common sense."

This is the substance of what the old man said to me years ago. And he was just right. A man must have a settled principle in his mind in order to be a good job-printer. That principle is, in one word, just discrimination and common sense. Study the character of the job given you. Consider the goods, the class of people it will be sent to, the effect the advertiser is probably trying to produce. Then sketch the picture in your mind. Sometimes one might to advantage even draw it roughly on paper—the point or points of display, and the general effect you intend to produce. You then have your central idea and can adjust the details.

This is the only way to do good work—make a plan, and follow it out. In a short time, with practice, your ideas as to what is fit and what is unfit for your purpose will come to you with great rapidity. By practice you can tell at a glance what effect you ought to produce, and can produce, in any given case. You may, sometimes, indeed often, find it necessary to change the wording of your copy in order to get a good effect. This should be done with caution, and a proof always shown, with a note to the customer explaining the reason of the deviation. Almost invariably the man will be grateful to you, appreciate what you have done, and remember your house the next time he has anything in your line. There will be found exceptions, of course; but they merely prove the rule.

Remember, that in studying good taste you study the customer's interest; and the customer's interest is yours, be you employer or employed.

KEEPING EVERLASTINGLY AT IT.

By Geo. W. Harper, The Argus, Robinson.*

NOTHING succeeds like success" is an old aphorism. "He who would have his shop keep him must keep his shop" was a proverb of that printer whose excellence and virtues we have heard extolled from our childhood, the great patriot and statesman, Benjamin Franklin. "There is no excellence without great labor" is another trite but true saying, and one which all who attain any success in life learn, not by precept and example, but by practice.

When Mr. Paige wrote me that I had been placed on the program for a paper he said I was to choose my subject. I wrote him that I was very busy and did not have time to prepare a paper; that it was doubtful if I could attend the Association meeting this year; that the success of my business required me to keep "everlastingly at it." He wrote me again: "Prepare a paper on 'Keeping Everlastingly at It,' and if you are unable to attend send the paper in to be read."

"He who by the plow would thrive
Must either hold the plow or drive"

is another maxim that will hold good in any business undertaking as well as on the farm, but in none so well as

in the print shop. The man who owns a ten, twenty or forty acre farm in order to thrive would not be expected only to drive, but he must hold the plow also; while he that has his broad acres running way up in the hundreds has no time himself to hold the plow, and his driving must be in a manner commensurate with the amount of plowing to be done. So in the printery. He who has a small shop at a little crossroads town cannot successfully carry on the business by hiring some one to "hold the plow" while he does the driving. He must both hold and drive, and "keep everlastingly at it."

"Whatever you do, do well," is another good motto, and one when well learned and acted upon brings its sure reward. Doing anything well will always find its appreciation. Glean your field for business for your printery, and, especially, a country editor should glean his field well for all the news it is possible to get. If you haven't got a "nose for news" proceed to grow one at once, and never let what at first mention of it you may deem an unimportant item slip by you without your gaining all the particulars. When you have gained these the item may be found of more importance than at first presumed. Don't let a little hurry about other matters delay you until to-morrow in getting the particulars of an item. Do it at once. "Keep everlastingly at it."

It was impressed on me when I first learned the type boxes at the case not to hurry but learn to do what I did well. It is better to have full particulars of a few items than a bare mention of a hundred. This is a point I always endeavor to impress on my local correspondents, but that they must at the same time strictly avoid "padding" and the use of superfluous words.

"Time is an essence of the contract" is a legal axiom, and it is one that has a very strong significance in the printery, whether it be the completion of a job of work by the time promised, or in getting the paper out not only on the day of publication, but at a regular time on that day. If a customer wants a job of printing within a time about which you have doubts as to getting it done, don't make promises according to his desires. Give yourself plenty of time to get the work done in good style, and if he leaves it with you make great endeavors to get it done at the time he wanted it, then deliver it, and your efforts to please will have the more appreciation, and you will have cemented his custom to your shop. With your paper, have an hour in which to go to press, and let it be some most extraordinary circumstance or occurrence that delays the issue beyond that hour. In accepting a man's money on subscription you have virtually signed a contract to give him your paper on time, and to give him all the local news possible to obtain, and as full particulars. Be conscientious about the observance of this contract, and "keep everlastingly at it."

The subscription part of the country paper is one that is both badly and sadly neglected. I do not mean the effort to get new subscribers, or to hold subscribers after you do get them. The former can be done in a great measure by the observance of what has already been said in this paper, and as to holding them "there is no other way on earth or given among men" by which this can be done than making a paper for which the wife will scold unless she can get it, that the children will cry for it, and that the husband himself cannot afford to do without it. But the great point in taking care of a subscription list is to watch it closely and to collect up promptly. I would not recommend a strict cash in advance system, because it is not feasible with a country paper. But do not let a subscriber run three, four or six years without paying up. He may sometimes pay, but you cannot ask him for the

*Read at meeting of Illinois Editorial Association.

interest on your money which he has had the use of for so long a time, and four times out of six you will lose the amount, and this more than takes all the profit off the two who do pay. I have not been taking my own medicine strictly, doctors seldom do, and I know to my sorrow whereof I speak when I say that a man must watch closely the collection of subscriptions and "keep everlastingly at it." I have learned this lesson in the business thoroughly and practically by the loss in not acting upon it promptly in the years gone by of over five thousand dollars in subscriptions to *The Argus*, the price of a good farm, or a first-class country printing plant and good will of the paper. This is a big sum in the aggregate to lose, and it is with a feeling of horror I contemplate it. I presume there are publishers here whose losses will average over \$150 per year on a circulation of 1,000 or 1,200, and hence my loss during the thirty-six years I have published *The Argus* is not more than the average. Yet it is too much.

I have been in printing shops where two or three hands were at work, and a business of \$3,000 or \$4,000 per year was being done, or should be done, and the only system of bookkeeping was with a set of books consisting of an ordinary cheap day-book, without an alphabetical or other index to guide the finding of such accounts as the book contained. Some time after the paper was printed, if the proprietor had plenty of time on his hands, he took a copy of the paper and went through it to see what new advertisements were to be charged up, and this was done in a hasty and careless manner. Saturday evening or Sunday morning, if he did not forget to do so, such job printing as could be called to memory was charged up. How any one with such a system of doing business, with settlements running from one to five years, can keep his outfit from going into the hands of the sheriff causes a skeptic to strengthen his belief in a world of chance. Have a system about everything, "keep everlastingly at it," and if you have anything like a field for business you cannot fail.

ASSOCIATED OHIO DAILIES.

NUMBER fifteen of the annual convention of this very useful and practical organization was held at Columbus and proved as successful and interesting as its predecessors. The most important business was the presentation of the report of the Committee on Legislation, by R. B. Brown, business manager of the *Zanesville Courier*. The report recommended that the Clark bill, introduced in the last legislature and defeated, be reintroduced, and that no other libel legislation be projected until after action is taken upon this measure.

The discussion of legal advertising was very animated and exhaustive and consumed nearly all of one session. An address was delivered by a leading advertiser. He said among other things: The most striking characteristic of the age is the diffusion of information by the press. A free press has emancipated the people, it has enlightened and nourished an independent, healthful and progressive population. And this is the reason that Ohio, so prolific in great industries and greater men, stands in the front rank of the States of the Union.

The press of Ohio is second to none. Each one present can readily call to mind papers, whose collection of news foreign and domestic, or whose editorials, criticisms, or management of advertising space are unsurpassed.

The most marked matter of this progress of the modern press, is the marvelous development of the advertisement column.

The industrial individual, when free from legislative

restraint and fears of confiscation, seeks gain. The producer who can produce the most, the best or the cheapest wins a standing in the market.

It may be asked, What are the requisites to obtain a standing in the market? The goods must be effective for the purpose proposed, easily obtained, cheaper and better than other agencies, and the public must be so persuaded.

This persuading the people that goods are "efficient" is both difficult and expensive. To reach the intellects of the people and multiply on every mind impressions favorable to products, calls for an annual expenditure, the amount of which, if known, would amaze one not familiar with the subject.

The advertisers have always recognized the power of the press of Ohio and other States. They have seen it, beginning under the shackles of poverty and in the shadow of obscurity, win its way to wealth and power. They, better than any other men of business, know the true power of the press. They know the reverence which the plain people have for it, that it is the great educator, more than universities, schools or books; that it multiplies the influence of man on man; that it brings human activities into intercourse. That each month, week and day it carries to the consciousness of every person in the land, the recital of the entire story of man. They know its power to reach, arrest and educate the popular mind, and they avail themselves of that knowledge by appropriating the columns of the press to persuade the people as to the value of their goods, and thus gain a "standing in the market."

A number of practical papers were read. Officers for the ensuing year were elected as follows: President, J. T. Mack, Sandusky; Secretary, L. H. Brush, Salem; Treasurer, J. P. Chew, Xenia. Executive Committee—H. R. Snyder, Urbana; J. R. Alexander, Zanesville; B. F. Taylor, Warren.

New York already has a Pan-American Press Association with headquarters at Buffalo, of which A. O. Bunnell of Dansville is President and R. C. Hill of the *Pan-American Magazine* is Secretary.

Michigan editors met at Grand Rapids February 16 and discussed the following among other practical questions: "The Practicability of Running Illustrations of Local Subjects in Country Newspapers," "How Can Weekly Newspapers Be Published at \$1 per Year at the Increased Cost of Production?" "The Best Methods of Collecting Delinquent Subscriptions," "The Employment of Subscription Solicitors for Weekly Newspapers," press excursions, home-print and co-operative sheets.

ADVERTISEMENTS MUST BE TRUTHFUL.

It has been said that an advertisement to pay must be a truthful advertisement. That depends. Fake advertising pays so well that it seems there are many people who really like to be swindled. But the ad of a legitimate business will not pay unless it is backed by truth. If it is not truthful the public naturally places the advertiser in the catalogue of fakirs.—The Ad-Writer.

GET YOUR MONEY'S WORTH.

Fairport, N. Y., February 16, 1900.
National Printer-Journalist, Chicago, Ill.

Gentlemen:—Find enclosed \$2 cash, for which please jog our date ahead a year. We get more than our money's worth in the reports of the National Association trips.

With kindest greetings, we are respectfully yours,
WILL O. GREENE.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

LAST month the attention of the Brothers Woosley & Woosley was called to the poor presswork of the Mulhall (Okla.) Enterprise. Another copy of the paper arrived at this office without any appreciable improvement in the presswork. The liberal amount of advertising which the paper enjoys, and the otherwise "get-there" appearance of the Enterprise would seem to warrant an improvement in the presswork and in the composing room. The running head is left off the third page of the issue dated Friday, January 26, 1900; the head is found on the second and fourth pages, but not on the third. There seems to be no reason why this should be done.

* * * *

Several papers now set the editorials wide measure. Those in the Clarksburg (W. Va.) News are set 20 ems; the other part of the paper being the regular 13-em measure.

* * * *

There is a certain dignity and commendable appearance to the pages of the Garland (Tex.) News, which arrived at this department for criticism, along with the following letter:

Garland, Texas, February 3, 1900.

Mr. O. G. Wood, Chicago.

Dear Sir:—I have been reading with interest your "Criticism Department" of the National Printer-Journalist, and have concluded to submit two copies of my paper for your inspection. I am in a town of 900 population, which was visited by a fire November 30 last, that destroyed thirty business houses, including my office and entire plant. Only eight business houses were left. Yours truly,

JOHN H. CULLOM.

As soon as your contract will admit of it move the editorial head up to the top of the column, now occupied by the Spillers & Beaver ad, and keep it there. You could put the ad in the next two columns if they insist on being at the top of the page. The type looks new and clean; try to keep it clean; a few minutes time spent in cleaning type often saves lots of time on the press, when there is always the biggest rush. Use great care when folding the paper; it isn't nice to have a fold come through the first column of reading matter—I mean lengthwise, with the margins all out of kilter. The interest taken in this department by Mr. Cullom is appreciated, and a copy of the News will be welcome at any time. This is a good opportunity to state that when a paper has once been noticed in these columns it means that more copies should be sent for comparison, and not discontinue sending papers because once criticised. In Mr. Cullom's letter he speaks of the entire plant being destroyed by fire. This fact reminds me of the important question as to whether the owner of a printing office is responsible for the cuts and other material in his possession belonging to his customers at the time of destruction by fire. A printer in New York recently made good from the insurance money he received the loss his customers sustained in a fire at his office. It often happens that large printing offices carry thousands of dollars worth of cuts and other material belonging to the custom-

ers, and it is a serious question, and has two sides to it, as to whether he is responsible for the safe-keeping of this material or not. It would be of interest if Mr. Cullom would send his experience on this matter for publication, or any other reader who may possess knowledge on this particular subject.

* * * *

A particularly clean and well-printed weekly is the News-Herald, of Hillsboro, Ohio. It was established in 1837. The first page is well made up and devoted entirely to news matter. The surrounding neighborhood is gleaned for local news, and the News-Herald has the appearance of being very much alive. The only suggestion for improvement which might be offered is that of making the top line of each head on the first page full 13-em measure; it looks a kind of queer to have the heading read on from the first line with a dash between.

* * * *

When printing half-tones in a newspaper where the illustrations appear, say, all on the first page, this form should be run last if it is possible; providing, of course, that the whole paper is not run in one form. If the half-tones are run first, when "backed up" the impression often spoils a good half-tone. This is called to my attention from a copy of the Delawarean, of Dover, Del., which has several half-tones in it. The Sun, Wilmington, Del., is not as well printed or as carefully folded as it deserves to be. A copy dated February 15 is about six picas out of register, and badly folded. This can easily be avoided.

* * * *

The Sussex Republican, Georgetown, Del., proposes to collect from subscribers in arrears by the aid of the law, as the following taken from the editorial column testifies:

NOTICE.—In accordance with previous notice, the accounts of our subscribers who are in arrears three years and over, have been placed in the hands of W. H. Wilson, Constable, for collection.

It would have been better to have sent this notice by printed circular to each delinquent. Never collect through the columns of your paper. It is not news for your readers and reflects unfavorably upon your own business and on your paying subscribers.

* * * *

A dignified and manly stand is taken by the management of the Hoquiam (Wash.) Washingtonian in an editorial announcing an opposition paper in the field. Here it is:

Some of the enemies of the Washingtonian are wondering what we are going to do, now that a new paper is established. For their benefit we will say that we shall continue to publish just as good a paper as our support will justify, do job printing as cheaply as it can be done with fair profit, and work in the future as we have in the past for the up-building of Hoquiam. We have no fight to make on another paper unless forced upon us. We hope the continued growth of our city will support two papers, so both may be a credit to it and their publishers.

* * * *

W. R. Estes has made an improvement by changing the head of the Madelia (Minn.) Messenger, and he has also

found time to start a new paper called the Truman Tribune in Martin County, with A. E. Browe as managing editor. It is a six-column folio, and appears to be well patronized by local merchants.

* * * *

A small four-column weekly comes from Childress, Tex., called the Budget. Miss Loutie E. Harrison is editor, publisher and manager. I don't know who the proofreader is, but here are some of the division of words: Congratulations, hors-es, dai-ly. The proofreading is very much below grade, and the paper is not well printed.

* * * *

Without much fuss the Evening Standard, New Bedford, Mass., celebrated its golden anniversary on February 15. The historical section of the paper consisted of an eight-page supplement of the regular size, with half-tone portraits and exterior and interior views of the office. An additional supplement consisted of an exact fac-simile of the first issue of the Evening Standard, dated Friday evening, February 15, 1850. From this the following is cut:

When we hear a man—a man! say he cannot afford to take a paper, we are inclined to tell him that he can't afford to do without it. A man who is really too poor to take a paper, is like a person so emaciated by famine as to be too weak to eat bread.—Gospel Banner.

The whole paper is well printed and has the appearance of being a solid and sound institution.

* * * *

Several papers will have to go over for a month owing to the lack of space and time necessary to give them proper attention, as the National Printer-Journalist is going to be printed at an earlier date than it has been heretofore.

A SUGGESTION TO ENGRAVERS.

Much of the difficulty which printers experience in working halftones is due to the fact that they are often required to deal in one large form with illustrations of 100 up to 300 lines to the inch. All halftone engravers should issue specimens in their price lists showing results by the different screens they use, and work for one particular publication should all be turned out from the same screen.—Practical Photographer.

MAKE-UP AND TYPE DISPLAY.

By John E. King, Adrian, Minn.



MAKING up a country newspaper is an art—in some offices a "lost art." Either there are too many newspaper men ignorant of the rudiments of make-up or fail to devote attention to this important factor in the construction of handsome, readable papers. Good make-up is so much of a necessity that the lack of it is well-nigh indefensible, since the value of advertising is impaired, important news is made insignificant, and even the editor's leader on "Expansion" or the Boer war fails to produce the effect intended if slouchiness in make-up is tolerated.

Many technical points regarding good make-up offer a field for diversity of opinion, but some of the essentials are so universally recognized that there is neither excuse nor pardon for deviation from the established rules.

One of these iron-clad regulations, irrevocable as the law of the Medes and Persians, is that the fourth page (I am now speaking of the quarto) is the editorial page. People expect to find the editorial matter here, and the publisher has no license to compel "Constant Reader" or "Old Subscriber" to chase down cellar or up to the garret to find out whether his editor is a goldbug, a silverbug or a paperbug.

As to how the matter should be arranged on this page is largely a matter of taste. Some prefer the headed articles first, followed by the paragraphs, while others reverse the order. I do not think there is a choice in this respect.

The short local, or as much of it as possible, should be placed on the fifth page—universally considered the local page. The arrangement of the other pages is not subject to established rules, except that the first page should always be made up of headed articles, with at least two-story heads on the more prominent articles. Correspondence may be placed almost anywhere. But when there are several columns it is well to devote an entire inside page to that purpose. If patents are used, the last page is an appropriate place.

One of the requisites of good make-up is a systematic scheme of heads. For the average country paper one kind of type is sufficient for this purpose, except for "scare" heads, of which I will speak later. For two-story heads a cap top line, with a two-line second head of caps and lower case, is most convenient. Editorial heads should always be in caps, while in ordinary single heads for local and general matter, the cap and lower case plan is recommended. The head letter should be on the same body as the reading matter type, if convenient and a minimum of labor is sought for. Head letters should be as plain as possible. To my mind even Jenson and DeVinne are too fancy. A boldface, Aldine or medium Gothic are appropriate. Cushing Title and several of the new plain faces answer the purpose very satisfactorily.

"Scare" heads are all right in their place, but in the country it is not advisable to use them too freely. A murder, disastrous fire or other dire calamity, or an extraordinary announcement affecting the community as a whole, demand a "scare" head, but it is better to be overly modest than too free in the use of this much-abused privilege. As you value your reputation as a printer, don't allow the use of exclamation points in headings. This mark has its proper uses, but it signifies nothing when following a head. A head is simply a concise statement of the contents of the article following, and is not meant to be used as a war whoop or a hurrah. A head is not an exclamation. Save the mark! If there is occasion to exclaim do so in the reading matter. Don't abuse the head by topping it off with a point that does not mean what it says.

There is much that might be said on this subject, but your patience and my inability to offer a treatise forbid. A good way to secure helpful hints is to subscribe for some good journal of printing, and to carefully note the systems adopted by your successful and well-printed exchanges.

* * * *

The matter of type display is too comprehensive to be treated fully in a paper of this nature, but a few salient points may help us in getting out better newspapers.

A mistake is made by many publishers in imagining it necessary to have a hundred or more faces of type in the office. Three or four series of serviceable faces like Elzevir, DeVinne, Jenson, Era, Bradley, Doric and others in the same category, with double fonts of 12, 18, 24 and 36-point, are ample, and better results can be obtained than from a hundred fonts selected hap-hazzard. I know of several papers using but one series, and there are no neater papers. It is seldom that type larger than 36-point can be used except in a very large advertisement. It is a common failing to use too much large type and to allow insufficient white space. Borders and ornaments should be used sparingly, and the freak who bends brass rule ought not be tolerated. He wastes time, and in the country newspaper

office time is money—even though some of us would welcome the opportunity of "cashing in."

More intelligent direction in the way of make-up and type display is needed in the country office. A really good paper, locally and editorially, often presents a poor appearance on this account. A study of approved methods would result in a general improvement, I am satisfied. Minnesota is already well in advance of other States, but there is still much that may be accomplished. Let us not weary of well-doing.

THE PROGRESS OF INKLESS PRINTING.

The following résumé of the progress made during the year in printing by electricity is supplied by the company handling the process:

Since electrical inkless printing came to the front immense progress has undoubtedly been made in bringing it within the methods and requirements of the modern printer. Photographic methods being soon proved to be commercially unsatisfactory in their results, on account of the time-wasting subsequent treatment required to render them visible and permanent, the attention of the inventors was next directed to purely letterpress methods, and it was soon recognized that to be successful in this direction there must be as little disturbance as possible of the machinery and methods already in use. This consideration has been kept constantly in view, and the electrical inkless process now demonstrates the fact that what was unsuccessfully sought for in the photographic field has been found in that of typographic printing, and in a combination of chemically prepared dry paper and electricity with the ordinary types and blocks and on the ordinary printing machines now in use.

Up to eight months or so ago the certainty of being able to print on dry paper was not absolutely assured. It was found in every experiment tried up to that time that, to secure the desired results, a certain amount of moisture could not be dispensed with in the paper. At the same time it was recognized that the printer had practically abandoned the damping of paper previously to printing, and also that to so treat most modern printing papers would be to ruin them. Consequently, investigations and experiments were commenced in another direction, with the purpose (1) of incorporating the chemicals into the pulp in the process of making the paper, so that (2) damping would be avoided, and (3) the paper could be used dry. It was recognized that the whole thing turned on the discovery of a new combination of sensitising chemicals, and it was only after eight months of the most disappointing effort that, just after the first public demonstration in July last, this desideratum was finally achieved.

Singularly enough, though it has often previously been found to be the case, the chemical forming the basis of the new sensitising combination (patents for which have been applied for in all countries) is practically a waste material, and is so plentiful that it will not in any way add to the cost of paper, whilst at the same time it is not only more easily managed in its incorporation with the pulp in the manufacture of the paper than any chemical combination previously used, but has also developed many unexpected qualities which materially tend to the improvement of the printing process.

Now that printing on dry paper is assured, the Electric Inkless Printing Syndicate are actively engaged in making preparations for the introduction of the process to the trade, and as a necessary preliminary they are leasing large paper mills near London, to supply printers direct, and also preparing engineering works for the manufacture of dynamos

and the other electrical apparatus required to fit up ordinary printing machines for the electric process, of all of which particulars will be forthcoming in due course.—British Printer.

NEWSPAPER NOTES.

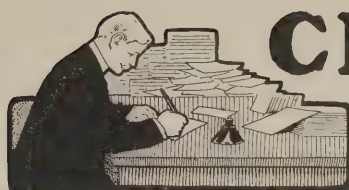
Beriah Brown, probably the oldest newspaper man in the west, died in Anaconda, Montana, February 8th, at the advanced age of 86 years. Death was due to old age, superinduced by an attack of la grippe. Mr. Brown was born in New York State in 1814. He was an intimate friend of Horace Greeley. For half a century he has been engaged in newspaper work on the Pacific coast. He was the founder of the Democratic Press of San Francisco, which afterward became the Examiner.

After the war he went to Mexico, where he was a foremost figure in the organization of the colonization scheme, the district to be settled by people of the confederate states. The plan was nullified by the death of Maximilian. He afterward engaged in newspaper work on the Pacific coast again. He started the first daily newspaper in the state of Washington, the Puget Sound Dispatch, at Seattle, and conducted the Democratic Herald at Portland. He was mayor of Seattle in 1879 and 1880. He leaves four sons, one of whom is a city official of Seattle, another news editor of the Post Intelligencer at Seattle, a third city editor of the Spokesman-Review at Spokane, and the fourth city editor of the Anaconda Standard.

The Clinton, Ill., Evening Journal has just put in a complete Mergenthaler linotype machine, which does away with hand composition. This is the first and only Mergenthaler or typesetting machine in Clinton county. The Clinton Journal has also installed a whole lot of new machines of various kinds, and the paper under the new management seems to be coming in on the road to prosperity at a 2:10 clip. We hesitate to suggest that about all that is needed now in the Clinton Journal office is a pressman.—Fulton, Ill., Journal.

A good deal has been said about Rev. Sheldon's effort to conduct a newspaper in "His Steps" at Topeka, Kansas, but little of Editor Howe's attempt to run a church on principles of newspaper sense. Editor Howe is reported as having declared that "if there is not a sufficient amount of religion injected into the columns of the newspapers, neither is there enough common sense or ability in the average sermon. If we fail to make out as much of a case against the preachers as Rev. Sheldon makes out against the newspapers, we will buy a Bible and join the church." Howe has had experience on the lecture platform and his ability as a writer is well known.

The prosecution of the editor of the Inter-Ocean ended in his acquittal, and yet the prosecuting witness, Mr. H. H. Kohlsaat, was proven innocent of the charges made against him in the Inter-Ocean on which the prosecution was founded. The acquittal was all on the principle that the Inter Ocean and its friends were acting on the defensive in the publication and had a right to use any weapons of vituperation at hand, though the one reviled was entirely innocent. It was mud-throwing to meet hot attacks, though the mud did not stick. Both sides can now claim a vindication. The man is lucky who can use a whip on skunks and yet escape without the scent of the dirty beasts' only weapons of defense on his garments. But really, ought newspaper publishers to resort to suits of libel? Is it not setting a bad example to the laity? No one would believe anything that was said against a good editor with an established character like that of Mr. Kohlsaat in a rival paper anyhow.



CIRCULATION Department



OBTAINING CIRCULATION AND COLLECTING SUBSCRIPTIONS.

By John M. Rapp, Record, Fairfield.*

NO MORE important question connected with the newspaper business exists than that of "How to secure new subscribers?" An editor with a flexible conscience may boast of the rapidly-growing subscription list, or may claim the largest circulation of any paper in his end of the State, and he may do this when he is not adding on an average one new subscriber a week, and when his circulation is too small to be of any advantage to advertisers. This may be done, and sometimes a lie well-told and stuck to, will pass for the truth, but the wide-awake business man will sooner or later learn the real facts, and up-to-date business men prefer up-to-date newspapers that sell not only space but circulation. So I insist, and I think we will all agree, that the question of new subscribers becomes one of paramount importance. I do not claim to have originated anything new in this line. Like everything else, circulation is maintained and increased only by "keeping everlastingly at it." This is true, I mean, of us ordinary country editors—the plodders of the fraternity. I long ago learned that it was not worth while to insert in one's paper requests for your friends to come in and subscribe, for the fellow that sees that item is already a subscriber. Being new in the business and having everything to learn, I found out by accident, several years ago, what, possibly, most of you already know, viz., that, to add names to the subscription list, the prospective subscribers must be made acquainted with the merits of the paper, and that the best way to do that was to let them read it regularly for a few weeks. Several years ago, a friend of mine, a candidate for office, conceived that a good way to stir up party enthusiasm at a June election and cause his friends to take an interest in him, would be to have many people read the Record during the campaign, who were not regular subscribers. This friend and his two colleagues on the ticket contracted for five hundred copies of the Record to be sent to names furnished by them. Of course the price was nominal, but I soon began to see that it was having good effects for the editor as well as the candidates. The result in new subscribers was very gratifying, and during each campaign for several years I selected names myself and sent out sample copies for several weeks, with the result each time of securing numbers of new names, and keeping up an interest in the growth of the paper. In these efforts there was a lack of system and thoroughness. Many times the parties receiving the paper would conceive the idea that it was being forced upon them, and that they would be called on to pay for it, and the list of names gotten haphazard from poll-books and other sources would not be the best or most accurate as to addresses.

To secure the list of desirable names, I wrote a circular letter and enclosed with it an addressed postal-card, ruled on the back for six names, postoffice address and politics,

with a line for name of sender. Two hundred of these letters were sent to parties whom I had reason to think were my friends. In the letter I spoke of the growth of the Record's subscription list, its usefulness to the party, gratitude of the editor to his friends, etc., then expressed a desire that this paper might reach many who were not subscribers, and asked that they write the names on enclosed postal card, of such of their neighbors as they felt might become subscribers. I told them that it was my intention to send a copy of the Record to the names furnished for six weeks free, and that during that time a kind word from them would be appreciated. Half, possibly more, of these cards were returned, with from one to half a dozen names, so that I had about four hundred twenty-five names to send papers to. When this list was made up with the first paper I sent to each address a circular letter, as follows:

Office of Wayne County Record, Fairfield, Illinois.

Dear Sir:—At the request of a friend I have this week sent you a copy of the WAYNE COUNTY RECORD.

I am anxious that you should become familiar with the RECORD as it is now edited and managed, and to this end I have placed your name on the list, and will send you a copy of the paper each week for six weeks. I do this, of course, in the hope that you will be pleased with the paper, and become a permanent subscriber.

For these six copies which I send you there will be no charge made, and you will be under no obligations to continue taking the paper unless you so desire. At the expiration of the six weeks the paper will be stopped, unless you order it continued.

The RECORD, as you are aware, is Democratic in politics, and is a staunch advocate of the free and unlimited coinage of silver and gold.

While the RECORD is partisan in politics, it endeavors to give all the news of the County, State, and Nation, and especially to give all the news from the various parts of the County. The copies you will receive will give you a chance to judge of the merits of the paper.

Should you have any item of news at any time, I would consider it a favor if you would bring or send it in, and you are cordially invited to visit the RECORD office at any time you are in the city.

Very Truly Yours, JOHN M. RAPP.

Naturally, during these six weeks, the quality of the Record was not allowed to deteriorate any, and during the time I started a very interesting continued story. At the end of the six weeks I sent out the following letter:

Office of Wayne County Record, Fairfield, Ill., Dec. 4, 1899.

Dear Sir:—For six weeks I have been sending you a copy of the WAYNE COUNTY RECORD. I hope you have received it, and have enjoyed it. It has cost you nothing, and unless I receive word from you to continue sending, it will be discontinued after next week—December 14th.

If, however, you are pleased with the paper, and want it continued to your address, I shall be glad to enroll your name permanently on the RECORD'S subscription list.

During the past few weeks, while advertising has been heavy, I have found it necessary to print ten pages each week, in order to have room for all the news. After the first of the year, when advertising is not so good, for a while the RECORD will contain only eight pages, the same as all the other county papers, but I will at all times endeavor to give all the news of the City, County, State, and Nation.

The price of the RECORD is \$1.00 per year, in advance, but if the price is paid any time before the year is up I will make you the cash rate.

If you want the RECORD to continue coming to your address, sign and return the enclosed postal card, and whenever you are in this city and can spare the dollar you can come in and pay it. I want

*Read before Illinois Press Association.

you also to feel that you will always be a welcome guest at the RECORD office, and any item of news that you may have will always be received with thanks.

Hoping to receive your postal card, signed, by an early mail, I am,
Very Truly Yours, JOHN M. RAPP.

The effect on the subscription list was apparent from the first issue. Parties whom I knew would meet me and say, "Just let that paper keep coming"—the name would be added, subscription commencing at the end of the six weeks. After the first cards were sent out they began to return, signed—two, three and half a dozen with every mail for about ten days, then they came slower, but the effect on the list was felt for weeks. Men will meet you and say, "I forgot that card or lost it, but send the paper." With my first effort, signed cards were received six months after they were sent out.

As close as I can estimate I received about one hundred fifty new names from my last effort in this line. The result might have been a little better if I had had an agent in each community looking especially after the matter. In three or four instances I had this done the first time I tried the scheme, and the proportion of cards received, to the number of samples sent out, was greater at that time.

The matter of collecting from delinquent subscribers will, of course, be of no interest to the more fortunate brethren who are able to adopt the cash-in-advance rule, but with most of us in the Southern district the rule is to send until forbidden, and trust to luck for collections, and to this class of editors I know any scheme that will make a delinquent pay up without making a mortal enemy of him will be gratefully received. I will be brief with this matter, for I have been o'er long already. In the first place, it does not do any good to dun a subscriber unless he has the money, and so, for this part of the business, one must be careful to select the season when one's patrons are most apt to be "flush." I have found the best season for this to be from October 1st to December 15th. The time being settled, how can you go about it without offence? A little history in this line might be both interesting and amusing: I first bought a half interest with a veteran editor of ten years' standing. He had paid little attention to collections, and his efforts had usually been of the sledge-hammer variety, and to pay-up notices in the columns of the paper. Soon after buying an interest we thought it advisable to do some vigorous dunning. After consulting about the matter we decided to use the back of a postal card, and the wording was about as follows, so far as I can recollect: "Dear Sir: You are indebted to this office for subscription in the sum of \$..... We are placing our accounts for collection, and a prompt remittance from you will save costs. Yours truly."

You may imagine the result—it brought money, but made mortal enemies. After I bought the other interest in the paper I laid it all on to the partner, and got most of the subscribers back, but I think there are some who never fully recovered.

Ever since that time I have used a sealed envelope and very cautious language. Down in Egypt it is sometimes the way to have two prices for the paper—one price paid in advance, another when not. My subscribers all get the cash rate when they come in and pay up arrearages and a year in advance, but I try to keep them from knowing that this is the rule, and this fall I sent out the following very diplomatic letter, or, rather, letters, for I had three kinds. One where the party was less than a year in advance, the other two for those owing more:

Office of Wayne County Record, Fairfield, Illinois.

Dear Sir:—As you can see from the date on your paper, you are now owing for the RECORD since

I have tried not to worry you with repeated duns, but when these accounts run on, and similar amounts are coming from many others, the sum runs up. To dun delinquents is never a pleasant task for me, but the time comes when I must have money to keep the paper going and support my family. That time has come, and as there have been liberal crops this year, I hope you can manage to meet the amount due from you.

As an inducement to have you pay this sum promptly, I am going to make you what I know you will concede is a very liberal proposition. Until May, 1898, the price of the RECORD was \$1.25, cash in advance, and \$1.50 on credit. Since that time it has been \$1.00 cash, and \$1.25 on time. At the credit rate your paper to the present time would amount to \$..... Now, I propose that if you will pay up for the full time, and a year in advance, by December 15, 1899, I will give you the benefit of the cash rate for the whole time. At the cash rate for a year in advance, the amount would be \$.....

I hope that you can find it convenient to meet this amount by that time, and I can assure you that the RECORD will continue to grow better as it grows older.

Very Truly Yours, JOHN M. RAPP.

N. B.—The above amount is too large to be allowed to run longer, and unless some effort is made to meet it I shall have to place the account in other hands for collection.

I sent out about seven hundred of these, and the results were very gratifying. In some instances dead beats were developed, and, of course, dropped. Many of the "old stagers" came in with sums ranging up as high as \$15.00. One day's collection was fifty dollars, and the amount came from less than ten subscribers. It was an exception, but several passed the \$25.00 mark, and, strange to say, not a single person appeared offended—well, just one who was intoxicated when he received his notice and misread the part about repeated duns. The greater part seemed to think they were being greatly favored and I always agreed with them.

RURAL FREE MAIL DELIVERY.

By H. A. David, Democrat, Carlinville, Ill.*

A RURAL free mail route established in Macoupin County, Ill., with Carlinville as its head, has been in operation long enough to demonstrate thoroughly its many advantages. The route leads out west from the city, is twenty-five miles in length and serves ninety families. It was started October 16, 1899. The carrier receives \$400 yearly from the government, and can increase this amount fully \$200 more by carrying small parcels for the patrons along the route from the stores in Carlinville. The number of pieces of mail delivered and collected by the carrier for the latter half of October was 1,012; for November he handled 2,298 pieces. In December it had increased to 2,670 pieces, and during the past month, January, he handled 2,911 pieces. The total number of pieces handled in the three and a half months it has been in operation being 8,891, and the total cost to the government being \$116.67, or an average cost of not quite one and three-eighths cents for every piece of mail handled.

The establishment of this route has been so beneficial to the farmers that it has aroused the interests of others, and an application is now on file in the Postal Department at Washington asking that another route be established from Carlinville, leading in the opposite direction, which will be twenty-five miles in length and will serve one hundred and twenty-five patrons.

The question naturally arises, what benefit or injury results to the postoffice at Carlinville from this route now established and the one that will soon be put in operation. So far, the present route has made a decrease in the revenues of the office in box rent amounting to about \$7 per month, or \$84 per year. This results from the fact that nearly all who now receive the rural delivery were

*Read before Illinois Press Association.

patrons of the office before it was established. However, nearly one-half of this decrease in box rent receipts has been made up by the increased sale of stamps and postal cards. The route passes within a few miles of two other towns in the county where there are fourth-class post-offices, and one reports a slight decrease of his revenues, while the other says it has not effected his receipts in any way. Now the other route soon to be established will be a benefit to the office at Carlinville, as those who will be served by the carrier are now patrons of two other fourth-class offices. Consequently the postmasters at these places will feel the loss in the sale of stamps and postal cards. The loss in box rent not being large enough to count much figure, for, as a rule, the outfit of a fourth-class postoffice does not consist of many boxes.

A very important feature in establishing a route is in the territory to be covered. Great deliberation should be exercised that the most people in the least amount of territory be reached. It is highly essential that the route cover a territory where there is at least one farm house to every 160 acres of land.

The advantages of rural mail delivery are many and far reaching. They commence in the large distributing offices, continue to the mail clerk, then to the local postmaster, and end only when the mail is delivered to the owner. The work of sorting and making up the mails is consolidated in one central station at the head of the route, with a consequent saving of labor and expense. In a thickly populated county it would do away with several small postoffices. It facilitates the postmaster in sending out the mail every day, and thus it is not permitted to accumulate and become an encumbrance to the office. Mail that formerly would lay in the postoffice two or three days is now sent out every day.

The people who produce the food and fiber that feed and clothe the world must not be overlooked in their just demands. They bear a large part of the burden of taxation, and are justly entitled to some of the privileges accorded to others. The farmer sees in rural free delivery his first recognition by the government. He realized previously that he was of some utility, but felt that he was of little consequence. He was a splendid subject for taxation for the benefit of others, and it was all right for him to grow wheat, and corn, and cattle, and horses, and hogs, and sell them for what he could get, but beyond that he was only a clodhopper, and no one cared particularly for him. But the time has arrived when the American farmer has begun to think, act and benefit himself. He will no longer be a nonentity. He knows he possesses rights and dare maintain them. Thus the farmer has demanded free delivery of mail and lifted up his voice in its behalf. His brother man in the city has but a short distance to go to the post-office, and there are paved streets and rapid transit lines over which he can go; yet his mail is delivered at his door. Why should not the farmer be accorded the same privilege? The distance he travels for his mail is much greater, the roads often muddy, and often he is sore pressed for the time required. In the former case it is a luxury provided by the government, and if the city brother is to enjoy the luxuries, why should not the farmer receive the necessities, which in equity he ought to have.

Rural free delivery diffuses intelligence, makes rural life more pleasant, improves roads, enhances the value of land, increases the volume of mail, promotes sociability, and tends to more exalted ideas of government.

Every community served by rural delivery is advanced a long distance forward in the scale of civilization, and brought into closer touch with the life and progress of the

world. The constant craving for more knowledge, created by reading accounts of happenings in the world at large, furnish the motive for new ambitions and higher ideals.

The farmers being the producers of food supplies need the daily market reports in order that they may know when to sell to the best advantage. The more money the farmer receives for his products the more he spends with the merchant and the more the merchant sells the more he expends for advertising. Thus the publisher reaps a benefit from the daily delivery of the newspaper containing the market report to the enterprising farmer.

The very fact that newspapers, magazines and letters are delivered at the very door of the home will, in my opinion, solve the question that all present, no doubt, have commented on in their publications, namely, "How to keep the boys on the farm." The mail supplied daily assists materially in making farm life more comfortable. Great numbers of young people whose enterprising spirit, if properly employed, would lead to the rapid development of the agricultural interests of the State, annually flock to the cities in search of more congenial environment. Insufficiently prepared, as they are in most cases, for the struggles arising from sharp competition, it is not surprising that scores of them succumb to the evils surrounding them. They are engulfed in the maelstrom of the city, their enthusiasm disappears, their fine energies are dissipated, and they are borne hither and thither like derelicts on the sea of metropolitan life, a burden to themselves and to society. The rural free delivery service has a tendency to prevent such disasters. It provides a regular and rapid means of communication between the farming districts and the cities; renders news from the outside world easily obtainable; enables the sons of farmers to gratify their desire for knowledge of matters beyond the narrow confines of their everyday life, and helps to prevent their becoming dissatisfied with the pursuit of agriculture.

It is an unquestionable fact that it increases letter correspondence, the number of letters collected on the route at Carlinville having increased every month, starting in with 150 collected in October, while in January it had increased to 480 letters.

It is a direct financial benefit to the agricultural interest of the community, as it not only permits the farmer to sell his produce when the prices are high, but it saves the money he would spend by partaking of several social glasses with his friends in the saloons were he to come to town for his mail. While the amount thus spent might be small, yet in a year it amounts to a considerable sum, and that same money if spent for the price of a subscription to a daily or weekly paper would bring forth a hundred fold.

It enhances the value of the farmer's land from \$3 to \$5 per acre, a prospective buyer being willing to pay that much additional in order that he may have the advantage of being in touch with the outside world, and the fact that the roads along a rural free delivery are kept in better condition.

The question of good roads will be taken up by the farmers along the route, and each one will use his best efforts to make the road one that will enable the carrier to travel over it rapidly, and when the people at large notice the difference they will take steps to put their roads in the same condition, even though they have no mail delivery.

The solution of the very serious sociological and economic problem presented by the tendency of young men and women, to say nothing of the older men and women, residing in farming districts to gravitate toward the cities, is found in the fact that the greatest educator of the day, the

modern newspaper, will be at their door every morning. The safety of the republic is in the enlightenment of its citizens. The youth of to-day are the forefathers of the generation yet to come, and the bulwark of the nation. The young man or woman reared in the pure atmosphere of the country, free from dissipations and the evils of the city, are the men and women who, in later years, will control the affairs of the nation.

Each new route established by the government will tend to give great impetus to agricultural pursuits, and as the farmer prospers so prospers the newspaper publisher. The field open to the publisher is a large one and every rural mail delivery route is a benefit to him, even though he should fail to increase his circulation.

As an association, interested in the advancement of the newspaper's field for usefulness and profit, we should urge Congress to take some action that would prevent certain persons from deluging our mails with thousands of tons of trashy stuff, destructive rather than constructive in its influence, thus costing the government millions of dollars to handle. These publications are not sent in good faith to bona fide subscribers, but to many unwilling subscribers, whose names are fraudulently obtained. It would be far better if the amount thus expended, and, by the way, it is the handling of such matter that causes the deficit in the Postal Department, were devoted to free rural mail delivery routes. The result would be that the farmers would take daily papers, and tens of thousands of our home daily and weekly newspapers, with all their elevating, refining, and educating influence, would find their way into rural homes. Of all men the farmer needs the daily paper. His highest success, socially, financially and intellectually, depends upon the greatest educational force in the world—the clean, moral newspaper, and every one present represents such a paper.

NEWSPAPER CIRCULATION.



CIRCULATION is the largest, most significant word in the vocabulary of the newspaper. At least on the business side. No other word evokes quite so much artful dodging and juggling. Nothing is so agonizingly coveted as large circulation. Not for the direct profit accruing from paper sales, for that is frequently done at a loss; but because thereupon rests advertising patronage, even as a house upon its foundations. Hence, in times past the publisher commonly claimed largest circulation, with the same careless boast that he claimed to have the best paper and equally resented the proposition to test either claim, as impertinent meddling. The equity of the present day, however, has decreed the right of the buyer to proof of the measure delivered in circulation, as it is accorded in all other merchandise.

So the career of the common circulation liar is rapidly closing. But the covert liar is still abroad, only he is more ornate—does it with a finer stroke of genius. He says: "Ah! if definite figures is what you want, you shall have them," and he proceeds to cover the country with expert solicitors, sleek men and fair women, plying the people with trashy overpriced books, garish portraits and other showy premiums, as baits for "trial" subscriptions, knowing that his victims will probably go on reading their accustomed paper, if any, and drop away with the close of the premium period, enabling the publisher of easy conscience, however, to swear to so much paid (sic) circulation. The deceit is not concealed. Only the small head of the circulation ostrich is in the sand.

But the sagacious advertiser is keeping pace. He asks

some embarrassing questions, when abnormal figures are quoted. By what method secured? Whether by gifts which shift the true consideration over to the gift that goes with the paper? The real test of advertising value is whether the subscription represents the voluntary choice of a given newspaper, as evidence that it is relied upon for the daily reading of the family. Only thus have advertisements a fair chance to be seen. Otherwise the transaction contains fraud. To meet the new condition of faking circulation, grown so common, the honest circulation statement, of the future, must contain an additional guaranty—that the average paid circulation quoted has been secured without other inducement than the merit of the paper itself. The Indianapolis Press subscribes to this guaranty in its statement at the head of this column.—The Indianapolis Daily Press.

THE EXTENDED INFLUENCE OF THE PRESS IF RURAL MAIL DELIVERY WERE GENERAL THROUGH MINNESOTA.

By C. P. Stine, St. Paul, Minn.



NOTHING in the history of the postal service of the United States has been so remarkable as the growth of the rural free delivery system. Within the past two years, through the aid of the people themselves, it has implanted itself so firmly upon the postal administration that it can no longer be considered in the light of an experiment, but must be dealt with as an established agency to be developed



Minnesota Editors at West Hotel, Minneapolis.

Preparing to take cars for Agricultural College.

as the action of Congress determines. Wherever the system has been established with the sincere idea of making it a success it has been followed by the following results:

(1) Increased postal receipts, more letters are written and received, more newspapers and magazines subscribed for. So marked is the advancement that a number of rural routes already pay for themselves.

(2) Increased values of farm lands reached by rural free delivery. This increase of value has been estimated at as high as \$5 per acre in some States.

(3) A general improvement of the condition of the roads used by this system.

(4) Better prices obtained for farm products, the produce being brought into daily touch with the state of the

markets, and thus being entitled to take advantage of information not before attainable.

(5) To these may be added the advantages of better educational benefits conferred by releasing the monotony of farm life through ready access to wholesome literature and the keeping of all rural residents, the young people as well as the elders, fully informed as to the stirring events of the day.

To determine how the influence of the press can be extended by the establishment of general rural mail deliveries through the State, it will be of value at this time to detail to some extent the origin and growth of the system.

In 1896 Congress made available \$40,000 and forty-four widely divergent routes selected for experiment were located in twenty-nine States, including one at Farmington, Minn.

All the details in regard to the establishment of the service were placed in the hands of officers of the division of postoffice inspection. Success followed, and in 1897 Congress again apportioned \$50,000 to the cause. At the next session of Congress petitions from every section of the country where the service had been given a fair trial began pouring in upon the department. Special agents were appointed to lay out services wherever conditions seemed favorable. Again such good results were obtained that Congress responded to the demand of the people by appropriating \$150,000 for rural free delivery for 1898 and gave \$300,000 for the same purpose for the current fiscal year.

The requests for the service multiplied like an endless chain, every new rural free delivery established bringing in several applications from adjacent towns for like privileges.

With the increase of applications for the establishment or extension of the system it has become necessary to fix rules which imply that all service must be originated upon petitions presented by the people desiring it through Representatives in Congress or Senators.

The petitions must be accompanied with a map of the country to be traversed, together with a statement as to the number and avocations of the people to be served. When good roads prevail, no route can be less than twenty-five miles in length, and there should be not less than one hundred families within easy access to each route.

The carriers are under the control of the postmasters in whose territory the routes are located, and receive \$400 from the Government, which includes horse hire, but no actual tolls or ferriages.

Mail is delivered to any family free of all cost, provided only that a suitable box to receive the mail is put directly in a place than can be conveniently reached by the carrier without alighting from his carriage. A red cloth is required to be tacked on the inside of each mail box, and when there is any mail for the carrier to collect the red cloth is pulled out of the box so that it can be seen by the carrier. The mail is placed in the inside of the box.

We are fortunate in having a special agent of ability and one who on account of his interest in the work has established in Minnesota four routes at Cottage Grove, two at Red Wing, one at Lynd, Lyon County, one at Rochester, one at Waseca and one at Austin and rearranged four routes at Farmington for the purpose of accommodating a much larger number of persons without interfering with those receiving the benefits of the service.

I allude to Agent Thomas Howard, whose jurisdiction extends through the States of Minnesota, Washington, Nebraska, Colorado and Wyoming.

It can be readily appreciated that this system of rural

free mail delivery will further the cause of education through the medium of quick service in the country in the delivery of both the weekly and daily press, thus extending the influence of the press in each State, and in such parts of the States not accessible but only through this system. I am informed that proprietors of a certain class of general merchandise stores are opposed to the routes by reason of the removal of the necessity of frequent trips on the part of the people residing in districts to the town postoffice. These merchants can be educated by the editor and proprietors of the country paper, who if they themselves understand the situation can convince the merchants that in place of a detriment it is a benefit. It discourages the growth of the liquor traffic and gives no incentive to the establishment of more saloons. It gives the country customers an opportunity to read the newspaper advertisements and other notices concerning the business of the country merchants, learn daily of bargain sales and other inducements to trade, and are able to place orders by mail. The beneficial result is that the merchants find a new avenue of trade and profit open to them. They then increase their advertising patronage, both as to space and location, and look to the paper as a medium to increase the volume of their trade.

The free delivery system is a benefit to the agricultural districts also. In Southern Minnesota, where the farmer devotes considerable time to the development of the dairy industry as well as stock raising, he finds the service extra valuable. Newspapers, letters, circulars, cards, etc., arrive regularly every day, enabling him to keep himself well informed in regard to the varying market prices.

The operation of the system has another advantage for the extended influence of the press, and that is manifested by the founding of new schools in the very districts where they are most needed. The constant demand for more knowledge created by reading accounts of happenings of the world through the papers furnishes the motive for the location of schools in country districts. Through the influence of the press this system of rapid free delivery of the educational resources to the farmer can and should be extended through the whole of one State.

As previously stated, there are only fourteen routes at the present time. This should be increased during the next six months to at least fifty more. If each editor in the State would give this subject personal attention and prompt action he would find that his sphere of extended influence through the medium of his paper would avail ten fold.

ADVERTISING REQUIRES CAREFUL ATTENTION.

You wouldn't expect to plant a seed, never go near it again and expect it to bear fruit. Yet that's the way a great many people do advertising—simply put in the first copy that comes to them, run it week after week without change, and expect it to accomplish more than all their salesmen. Advertising properly done will work wonders in a business-bringing way, but, like a growing plant, it requires careful attention.—The Wheel.

THE BEST PAPER FOR PRINTERS.

Mount Sterling, Ill., February 17, 1900.
The National Printer-Journalist Company, Chicago, Ill.

Gentlemen:—Enclosed find money order for \$2, as per statement. I am very well pleased with the Journalist. It is by far the best paper for a printer that I have ever read. Very respectfully,

DAVIS & DAVIS,

Per W. B. Davis.



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.

THE WINDSOR HOTEL FIRE.

IN THE May number of the Printer-Journalist appeared a discussion of the disastrous Windsor hotel fire, with an analysis of the correct method of reporting such a catastrophe for a daily newspaper. It now seems desirable to turn back to that event to emphasize some remarks heretofore made as to the essential difference between a story written to meet the needs of journalism and one written for "literature."

Fortunately we find in the December number of McClure's Magazine a piece of work founded upon the same occurrence. It is called "The Adventure of Tillerman McDermott, by Ray Stannard Baker, A True Story of the Firemen." Through the courtesy of S. S. McClure it is possible to reprint this story entire, and it is done in order that readers who are interested may make a still closer study of the problems that a reporter must solve before he can reach a high place in his trade or profession.

The Associated Press account of the fire was snappy and direct, like all of the reports mentioned in the May number. The introduction was as follows, the list of the dead and the injured coming immediately after the second paragraph:

New York, March 17.—Flames which originated from the igniting of a lace curtain, burst forth from the second floor of the Windsor hotel at Forty-seventh street and Fifth avenue shortly after 3 o'clock this afternoon, just as the St. Patrick's day parade was passing the building, and in a few moments they had leaped up to the roof and enveloped the entire Fifth avenue and Forty-seventh street fronts of the hotel. Ten minutes later the flames were roaring through the interior of the hotel and all escape by means of stairways and elevators was cut off.

There was the wildest scene of excitement within and without the building. Probably from ten to fifteen lives were lost within a half hour, and thirty to forty persons were injured in jumping from windows and in rushing through the roaring flames in the corridors and on the stairways. It may be twenty-four hours or more before the entire list of fatalities becomes known, and it will be longer before it can be ascertained definitely how many charred bodies are in the mass of fallen masonry that marks the spot where the hotel stood.

Mr. Baker's story, as it appeared in McClure's Magazine, is as follows:

When the truck of 21 came out of her house, McDermott sat with his legs braced, and turned the iron tiller. What with her ten ladders—one an eighty-five-footer—her two line-guns, and her hand extinguisher, to say nothing of axes, ropes, lanterns, door-jimmies, smoke-hoods, jumping-nets, and all the other various armament of the fire-fighter, Truck 21 weighed something more than five and a half tons; but McDermott brought her around the sharp corners, among the frogs of the car crossings, as if she were a buckboard.

McDermott is an Irishman, built as square and solid as a post; not tall, but heavy; short of legs, long of arms, and thick through the chest, where a man's strength lies. You would know him for a fireman from the puckered red scars on his face where he has been cut with falling glass. He is one of the twelve men chosen from more than 2,000 as members of the Exhibition Class, for ladder work, for net-jumping, and for other feats of muscle and daring.

It was shortly after noon on St. Patrick's Day when

Truck 21 stopped in Forty-sixth street near Fifth avenue. There had been a 3-3 alarm, and Martin had driven the big blacks a mile through crowded streets in a few seconds more than four minutes. Above the hotel the smoke was already rising in huge, slow-moving clouds. It was even creeping from the tops of the upper windows, with here and there red streakings of fire. In the streets the police were pressing back the broken St. Patrick's parade, men were rushing in and out of the hotel entrance like bees at a hive, and over all rose the vast roar of voices.

The marks yet remain in the pavement where Truck 21 stopped with set brakes. Martin threw his seat forward and he and McGuire and the others sprang to the windlass of the extension ladder. Just then Beggin, the captain, saw a woman sitting perilously on the ledge of a sixth story window, 80 feet sheer above the stone flagging of the sidewalk. She was waving her hand and screaming, although the noises of the fire drowned out the sound of her voice. There was fire above her and smoke below, and the windows were giving out a peculiar ominous orange glow that told the grim story of the destruction within. Beggin motioned to McDermott. Without waiting to put on his scaling-belt, McDermott wrenched a scaling-ladder from the truck and ran to the building. Raising the ladder, he drove the long steel hook through the glass of the second-story window. Then he ran up like a cat, crooked one leg over the sill, braced himself, drew up the ladder hand over hand from beneath him, and plunged the hook through the third-story window; and thus, like a great measuring-worm, the man and the ladder crept up the sheer brick wall. At the fifth floor the heavy glass of the window fell in fragments in McDermott's face, cutting him deep over the eye and on the hand. He drew his sleeve across his face to wipe away the blood, and hooked the ladder over the sill of the window where the woman sat. Instantly she turned as if to come down or else to jump. "Keep quiet," shouted McDermott; "I'll take care of you."

Mounting now until he could see in at this sixth-story window, he saw the inner walls all afire and the entire interior a raging furnace. The woman on the sill was pale and scarcely conscious. She held in her lap a small, barking pet dog wrapped in a cloak. On her left wrist she carried a little leather bag of jewels, and she clutched a purse firmly in her hand. McDermott threw the dog and the cloak inside the room.

"You must do just as I tell you," he said.

The woman turned on the sill, with both feet out of the window, and leaned a little outward. The crowd below held its breath. McDermott went a few steps down the ladder, grasping the sill with his right hand; the woman slid out upon his left shoulder. She was heavy, nearly 170 pounds; the ladder, unanchored at the bottom, swayed under the weight of the two like a cotton string. For a moment McDermott paused before he let go of the sill. Then of a sudden, from within the building, there was a terrific roar of falling walls, and smoke and fire gushed outward from the windows above them. McDermott let go, and stepped down one round. His foot held a moment, and then the round gave way with a snap, broken short off. Instantly the ladder swung far out to one side, and McDermott hung there in mid-air by one hand, six stories up, with a fainting woman on his shoulder. He felt the tendons of his arm stretching, indeed snapping; but he did not lose his presence of mind. Grappling with his legs, he succeeded in getting another foot-hold. A few rounds more, and he had reached the bottom, and there he hung waiting. Beneath him he could see the dense masses of men in the street, and above him the white streams of water from the engines curving like bows and opening in spray at the end where they cut into the rolling smoke. And of all the sounds he heard, that of the fire rose in a vast volume above everything else. Blood from his cuts was trickling into his eyes again, his arms were numb, and he was choking with smoke.

In the meantime Beggin and his men had lifted the extension ladder. It now swung and swayed eighty-five feet in the air. Seen against the black walls it seemed a mere thread. And yet on the very top round, with his legs drawn up under him, sat McGuire. Gently the ladder nodded toward the building. Mc-

Guire reached out and touched McDermott. "Hold on, old man," he said.

Then, with infinite care, but swiftly, McDermott stepped from the scaling-ladder to the extension ladder. It was with difficulty that he released the clasp of his right hand, so benumbed had it grown. It was a moment of awful uncertainty. If the frail ladders, one of which was loose at the bottom and the other loose at the top, should be parted under the strain of the heavy burden, all three would drop to their death seventy feet below. They were half down when they heard a faint sound of barking above them. There in the window stood the pet dog, begging as piteously as a dog could. It was as much as a man's life was worth to venture upward again; but McGuire went. He took the little dog under his arm, and brought him down. "I couldn't see him burned," he said afterwards somewhat shamefacedly.

All this, from the moment Truck 21 stopped until McGuire reached the ground, had not taken more than ten minutes. If they had stayed one minute longer they would have been buried, truck and all, in the ruins of the hotel, for the wall fell just as they reached safety.

McDermott showed me the scars on his face and hand, and the ugly swelling on his wrist where the tendons had "drawn." He also showed me a little flat leather box containing a gold shield pendant from a gold bar. The brief account of McDermott's deed on the shield was as graphic as the Bible. I asked him if he would do the same thing again if he had the chance.

"Of course," he said; "it's business."

It would give me the greatest pleasure if all of the readers of the Printer-Journalist who are interested would write me, answering the following questions, and adding any remarks they may wish to make. The questions refer to Mr. Baker's story, and not to the Associated Press paragraphs:

1. Is this story done in "Newspaper English?" Point out examples of style and words that a reporter would not use.
2. Would it be suitable as a "lead" or introduction for a report of the fire? Why?
3. Would you use it in any part of a report? Where? Why?
4. Primarily does the story give information or emotion? To what extent may emotion be used to intensify a newspaper report?
5. If work of this kind could be done by reporters in time to print the next morning, would it be advisable to use it? Please discuss fully.

ILLINOIS PARTISAN PRESS ASSOCIATIONS.

BOTH the Republican and Democratic Editorial Associations met in Chicago February 6th, and then the members of both joined in the meeting of the non-partisan body, the Illinois Press Association, on February 7, 8 and 9, and exemplified "how blessed it is for brethren to dwell together in unity."

The Republicans met at the Grand Pacific Hotel, the Democrats at the Sherman House.

During their session the Democratic editors adopted resolutions, listened to speeches, and elected the following officers:

President—John M. Rapp of the Record, Fairfield.

First Vice-President—S. G. Thornton, Ledger, Canton.

Second Vice-President—S. K. Strother, Courier, Taylorville.

Third Vice-President—J. W. Lusk, Democrat, Monmouth.

Secretary—Edwin Beard, Times, Watseka.

Treasurer—C. J. Lumpkin, Enquirer, Carlinville.

Among the speakers were General Alfred Orendorff, Springfield; M. F. Dunlap, Jacksonville; W. H. Hinrichson, Jacksonville; Willis J. Abbot of the National Committee; Judge E. F. Dunne, J. G. Johnson, Kansas, of the National Committee, and W. L. Mounts of Carlinville.

The seventh annual meeting of the Republican editors was held during the afternoon with fifty-eight members present. Several papers were read and officers were chosen for the year. Politics was discussed only in a general way.

The officers elected were:

President—J. R. Stewart of the Champaign Gazette.

First Vice-President—W. W. Lewis, Greenville Advocate.

Second Vice-President—G. E. Sisley, Geneva Journal.

Third Vice-President—B. F. Shaw, Dixon Telegraph.

Secretary—George C. Rankin, Monmouth Republican-Atlas.

Treasurer—A. R. Van Skiver, Streator Free Press.

Executive Committee—W. G. Dustin, Dwight Star-Herald; W. F. Calhoun, Decatur Republican; W. R. Jewell, Danville News; C. E. Snively, Canton Register; Z. A. Landers, Oregon Republican.

PRESIDENT-ELECT OF ILLINOIS PRESS ASSOCIATION.

The new President of the Illinois Press Association, Mr. Arthur C. Bentley, is widely known through the prominent part he has taken in State politics and by his activity as a member of the State Press Association and as delegate



Arthur C. Bentley.

to the National Editorial Association. One of the many useful of his works for the editors, was the presentation at the recent meeting of a carefully and laboriously pre-

pared card of citations to the laws regulating the publication of legal notices. He is now thirty-nine years of age, and a bachelor, as was his immediate predecessor in this office at the time of election, now a happy benedict. There is hope for President Bentley. He is a native of Illinois, born in Griggsville, Pike County. He received a common school education and was then a school teacher for four years. He read law with Judge Jefferson Orr, of Pittsfield, and was admitted to practice in 1883, locating at Baylis, Illinois.

In partnership with D. E. Donly, now publisher of Alexis (Ill.) Visitor, he established The Baylis Guide, a local newspaper, and published it five years. In April, 1895, he formed partnership with C. W. Caughlin and bought the Pittsfield (Ill.) Banner and changed its name to Pike County Times. It is a seven-column quarto with the largest circulation of any paper in the county. He joined the Illinois Press Association at the Litchfield (Ill.) meeting and has attended every meeting since.

Mr. Bentley was appointed master in chancery of Pike County in 1894 and now holds that office. He has a good law practice, and was Secretary of the Democratic State Committee during years 1897 and 1898.

SHORT SKETCH OF THE NEW TREASURER.

Herbert A. David was born in Carlinville, Ill., February 1st, 1872. He graduated from the city High School in '88, and from Blackburn University in '95. He is also a grad-

a line of steady promotion, became secretary of the company in 1895, and joined the Illinois Press Association the same year. He is also a leading member of the Illinois Republican Editorial Association, and went as a delegate from this association to the convention of the National Editorial Association at Denver, Colo., in 1898.

Newspaper work in all its details comes natural to him. He was to the manner born, as his father, A. G. David, has successfully conducted one of the most influential Republican papers in the Sixteenth Congressional district for the past thirty years.

He is a young man of strong mental make-up, a versatile writer, and a typical newspaper man in all its details, having served from devil to assistant editor, which latter position he now fills. Any association is made better and more progressive by the membership of such splendid young men as Mr. David, and we congratulate the Illinois Press Association in securing him as its treasurer for the coming year.

EDITOR OF THE MONTGOMERY (ILL.) NEWS.

Mr. Bliss being asked for a few hints from which a brief biography might be constructed, replied in a manner characteristic of his genial humor. He wrote:

You ask for a short biography of myself. There is nothing to "biograph" about. I was born in this (Montgomery) county over forty years ago. My parents came here from Vermont, but notwithstanding that fact they always tried



Herbert A. David.

uate of the Blackburn University Literary Course, which has been of great benefit to him in his newspaper work. In 1886 Mr. David entered the employ of the Macoupin Printing Co., publishers of the Carlinville Daily and Weekly Democrat, in the mechanical department, and, following



C. W. Bliss.

to live honest, upright lives. I studied law and for several years practiced the profession in Hillsboro, but seeing the error of my ways, I concluded to reform and bought the Montgomery News, and have since walked in the straight and narrow way. I once ran for the Legislature, but re-

pented and finally succeeded in regaining my standing in society, although this unfortunate step is still thrown up to me. I am married and am glad of it. Yours truly,
C. W. BLISS.

The editor takes occasion to add that Mr. Bliss is an interesting and eloquent speaker as well as an able and successful editor, and is as popular as he is entertaining.

AN ILLINOIS EDITOR.

Terry Simmons was born in a log house, September 26, 1855, on a farm near Shabbona's Grove, DeKalb County, Illinois. At the "little red school house" he took his first steps in education; then, removing from there to Leland, was a pupil for some time of our present Assistant State School Superintendent, Joseph H. Freeman, a very able instructor. Next he moved to Marseilles, and there and at Jennings' Seminary, Aurora, continued his school work. Later he served as deputy postmaster at Marseilles for six years, acting during a portion of that time as a paid correspondent of the Chicago Daily Times. He began learning the printing trade in part under an ex-proofreader and dramatic editor of the Chicago Times when that paper was at its best. The instruction he thus gained was of great value. Mr. Simmons' corresponding experience and wide social acquaintance gained in postoffice duties completed a trio of practical advantages which he made a wise use of by beginning the publication of the Plaindealer in 1876, and still continues, as always, its sole editor and publisher, a period of now almost a quarter century. He also publishes the Seneca Record, which he bought in 1894. He joined the Illinois Press Association in 1890.



Terry Simmons.

NEWSPAPER READING AND LONGEVITY.

Providence, R. I., has a veteran retired merchant ninety-six years of age. In a recent two-column interview given a representative of the Providence Journal, he said:

"My father before me was a great newspaper reader. He took the Providence Gazette, and it was his custom to read aloud the news to us children, thus keeping us posted on what was going on in the world. During the time of Napoleon's Russian campaign my brother used to ride horseback to Providence and load his saddle bags with Gazettes and deliver the papers to subscribers along the route to Thomson, Connecticut, many of whom were tavern keepers. We lived in Gloucester at that period, about four miles from Chepachet."

It is evident that newspaper reading and keeping informed contributes to longevity and to retaining the mental faculties unimpaired to the last.

KEEPS IN THE FRONT RANK.

The National Printer-Journalist has a notable article in opening on "Half a Century's Advance in Illustrations." An exhibit is made of a number of the old cuts which were common and popular more than fifty years ago, but now are observed only as curiosities. The publication keeps in the front rank of trade papers.—The Times-Union, Albany, N. Y.

PAY FOR ITSELF EVERY DAY.—Ramaley's Price List for Printing. 80 pps. Two for One Dollar. D. Ramaley, Box B, St. Paul, Minn.



About Advertising.

By Charles Austin Bates, New York.

Communications to this Department are solicited. Questions will be answered and criticism made on advertising matters.



HAVE you a new article of merchandise? Then give it a good letter of introduction to the world. This letter is advertising. One of the best advertisements is a good salesman. A good salesman must not only understand his wares; he must also know something of human nature. He must meet all sorts of moods in all sorts of people with suavity and dignity.

If young men, young women, too, appreciated the value of a personal following while they are occupying the position of clerk, there would be fewer complaints of inattention to customers, brusqueness or slipshod manners of those behind the counter. If a clerk is popular with the customers, his employer soon finds it out. A clerk who is asked for and patiently waited for, need not dun very hard for a raise in his salary.

The good clerk knows what has been said in the advertisements. He can emphasize them simply by his manner. This makes the truth told in the advertisement doubly strong. If a truth is told in a weak way, in a way that expresses a lack of confidence, it is almost as useless as if it had not been told. The statements made by an advertiser should be wholly true. Then, the desired point cannot be made too prominent.

A good ad is suggestive. It means more than it says. When people think about ads they are on the way to become buyers.

Even a funny advertisement, if it has a "catch" to it, may be good, if people remember, not only the ad, but what it talks about. The worst thing about the funny advertisement is that too often readers look upon it merely as fun.

* * *

An advertisement that does not give information fails in its mission. If it tells only a part of the story it leaves the reader in doubt. This is particularly the case with advertisements of rooms or apartments.

Everybody knows what a wearisome thing it is to go house hunting. The actual face-to-face hunt is bad. The scanning of the newspaper columns is often exasperating. Part of the facts are mentioned, and the house, or apartment, or flat hunter "must traverse many a weary mile" to find what sort of heat, or light, is used; or how many flights up they must go; or if there's janitor service; or what the price is, and many other things.

A woman said to me the other day: "I've rented three rooms of my flat. I wish I had a dozen more suites to give to the people who came after I had secured a tenant."

"What did you say in your ad?" I asked her.

"I said: 'Three furnished rooms, bath, pantry. Blank dollars a week. One block west of L station. Fine neighborhood.' That was all, with my name, without initials, and address, of course. This ad came out in a Sunday paper. Before noon I had a fortnight's pay for my rooms, but applicants kept coming up to Wednesday noon."

There's a three-line ad that told the whole story: Number of rooms, price, the means of transit (which is

most important of all) and a hint of the surroundings. The ad is suggestive by the mention of the pantry. That means housekeeping may be indulged in or let alone.

This ad passed the crucial test. If it had not been good, it would not have been answered so soon, nor so often.

* * *

One great difficulty that confronts new advertisers, old ones, too, in a measure, is the choice of mediums.

Upon the selection often depends success. The question is, "What will reach the people to whom I wish to speak?" This cannot always be judiciously answered by taking the paper that has the largest circulation. It is the character of the readers that must also be considered.

* * *

Advertising should be free from technicalities. Each sentence should be so plain that any child that can spell it out can understand it.

Advertising is not an exact science. Neither is medicine nor housekeeping. But, we rely upon the doctor's opinion because he has given his time and all his ability to the study of medicine. We depend upon our homemakers for limitless comfort and happiness. So also the people who have made a study and a business of advertising form a class with whom it is profitable to reckon.

* * *

Failure or success in advertising is not governed by chance. There's no lottery about it.

If you have a good thing, something that many people may use, if it can be sold at a fair price, a price that the majority of people can afford, all you have to do is to advertise your merchandise.

Then, if the advertiser is new to the business of telling clearly and plainly his story to the public, let him be guided by the experience of those trained to the work. If an ad writer knows how to begin it is a great point gained. If he can start off as if he had thought the matter all over and knew his subject thoroughly it begets confidence at once.

Another very important matter is to know when to quit. Don't protest too much. Tell your story in a few strong words, and in simple sentences. Even if you mention but a half dozen of the thousand and one articles you have for sale it is better than to make a hotch-potch of your space. Your patrons will soon learn that your advertisement is a realistic serial. If they don't find what they want one day they will the next. Irish stew is a savory dish, but don't build your advertising on the same plan.

ADVERTISATORIAL.

The size of the ad should be regulated by the possibilities.—Profitable Advertising.

* * *

An advertisement may bring custom, but advertising alone will not keep it.—Printers' Ink.

* * *

Make your ad easy to read in type, language and illustration.—Rhode Island Advertiser, Providence.

* * *

Advertising may properly be considered by the merchant as an investment from which he has a right to expect quick and large returns, but in making this investment the merchant must be as prudent in placing his announcements as

is the careful investor of cash in selecting bonds or property.—Philadelphia Record.

* * *

I believe that some of us will live to see the time when there will be as careful editing of advertising as attaches to any other part of the paper.—Toledo (O.) Journal.

* * *

The first step in advertising is to get a good article to advertise, something which good business judgment dictates the public wants and will buy.—Ladies' Home Journal.

* * *

The only school for advertising is the school of human nature. All men live in it. Few men ever turn it to their advantage. No text books ever told how to win men and money.—Results.

* * *

Timeliness in advertising is an important factor. The ability to seize upon an event of current interest, and to turn it to the advantage of the advertiser is something that commands admiration wherever it is manifested.—Office.

* * *

The influence of an ad is often greater than the advertiser supposes. It is estimated that a half dozen people read each copy of a popular newspaper and readers naturally discuss the bright things they read.—Press and Printer.

* * *

Too many advertisers consider their advertising as an adjunct to their business. Here is where they make the fatal mistake; advertising is not an adjunct, but a part of the business, as much as is the buying and selling of goods.—The Advisor.

* * *

To talk effectively means that the talk shall convince the hearer. If it takes the form of an ad in a trade magazine it should be written in clear, truthful and forcible language. Nothing is more interesting than the plain facts about goods truthfully told in convincing, good English.—Mallett.

* * *

An advertisement in a newspaper finds access to the homes of the people. It is not thrown into the waste paper basket or the fire as soon as its character is known, as a majority of handbills and advertising pamphlets are. It is not ignored, or regarded with either aversion or contempt, as posters generally are. It comes to readers with the authority behind it of the journal in which it appears, and it confronts many of them when they have the leisure to consider its terms.—Rochester (N. Y.) Chronicle.

* * *

"Strange how much money is spent in a big city for useless signs," said a New Orleans sign painter. "On almost every street one finds big announcements masked by awnings, hidden under cornices, and in all sorts of queer places that the eye would never be apt to reach. I can point you out a handsome piece of black and gold lettering not a block from here that is executed on the glass of a fourth-story window. It must have cost considerable money, yet the characters are so minute that I will venture the assertion that nobody can read it without an opera glass. Another sign that I discovered quite by accident the other day is painted across the front of a building near the roof. Directly beneath is a covered gallery, and the only place from which the inscription can possibly be seen is a bit of sidewalk about a dozen feet long diagonally across the street. The chances of a passer-by looking up in just the right direction are possibly one in 10,000. The prize freak sign of the city, however, adorns a certain roof, and is visible from only the upper stories of one or two adjacent

SAFE FIGURES, by using Ramaley's Price List for Printing. 80 pps. Two for One Dollar. D. Ramaley, Box B, St. Paul, Minn.

buildings. Nearly all the useless signs in town might have been located much more advantageously if the people who ordered them had allowed the painter to use his judgment. We calculate the chances of observation down to a nicety, and know exactly how large a letter ought to be visible at a given distance. As much skill is required for that sort of thing as for the actual painting."—New Orleans (La.) Times-Democrat.

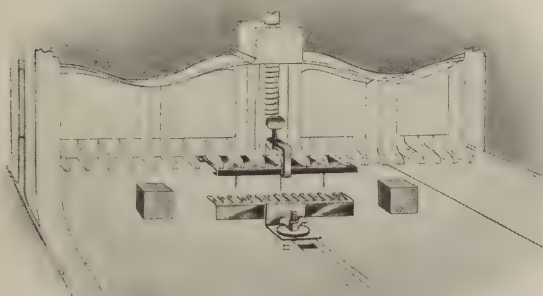
BUSINESS NOTES.

CONFIDENCE AND BACKBONE, with Ramaley's Price List for printing, Pocket size, 75 cents, or two for one Dollar. D. Ramaley, Box B, St. Paul, Minn.

The A. D. Farmer & Son Type Founding Company is send-out sample sheets of Engravers Title, showing four sizes on 6-point body and others up to as large as 30-point. It is a nice clean-cut letter and well adapted for use on business cards and fine stationery. A postal card will also obtain a specimen sheet showing Florence, Tourine, and Franklin Borders and Bands, which is worth sending to this Company for.

A PRACTICAL INVENTION.

Another simple and useful device for printing offices. It is the Challenge Book Stabber, and is shown in the illustration attached to the clamp of a paper cutter. The comb-like piece is the stripper, which is secured to the bed of the cutter, acting as a stripper and gauge for the work. The



needles may be set at any desired distance apart within a space of seven and a half inches, and will stab any thickness up to three-quarters of an inch. It is applicable to any cutter, and for binding pamphlets, check-books, receipts, order blanks, tabs, etc., its utility will be seen at a glance. The price is only \$4. Illustrated circulars can be obtained from any type founder or dealer, or from the manufacturers, The Challenge Machinery Company, Chicago.

The Dexter Folder Company have opened an office in Boston, Mass., which will be in charge of W. M. McCain (a brother of its Chicago manager, B. H. McCain). He is a thoroughly skilled mechanic and will personally look after the installation of its machinery placed throughout New

England. The Boston address is No. 12 Pearl street. Telephone 4170, Boston. The Dexter Folder Company's business for 1899 nearly doubled that of any previous year, and from present indications this year will show a still greater increase.

NOME CITY, ALASKA,

Is twenty-four hundred and fifteen miles from Seattle, via ocean, thirty-three hundred and eighteen miles overland. Is said to be the richest gold field discovered up to this time. The first steamer will leave Seattle on or about May 10, 1900. For full particulars, maps, etc., address C. N. Souther, Ticket Agent Chicago, Milwaukee & St. Paul Railway, 95 Adams street, Chicago, Ill.

The Glidden Varnish Company, of Cleveland, makers of Jap-a-lac, will place its 1900 advertising through Charles Austin Bates, of New York.

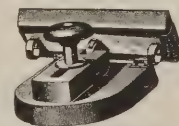
WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 25th of the month preceding date of publication. Cash must accompany order.

WANTED—A young man with a small amount of money to invest wants a position as manager or editor, or both, of a weekly or small daily paper in a town of not less than 5,000 population, in the South or West. Is a college graduate and has worked at the business from pressroom to editorial chair for twelve years. Address "R," care the National Printer-Journalist.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the **best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with **Hoerner's "Little Wonder" Sharpener**. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, only \$2.70; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, **J. S. Hoerner, Highland, Ill.**



ABOUT PRICES FOR JOB PRINTING, Ramaley's New Price List. Fifth edition. Up to date. 75 cents, or two for One Dollar. D. Ramaley, Box B, St. Paul, Minn.

BEFORE REMOVAL.

**COUNTRY
CYLINDER
PRESSES....**

**AT
Exceptional Bargains.
REBUILT COMPLETE.**

A postal brings illustrations, terms and prices.

WRITE NOW!

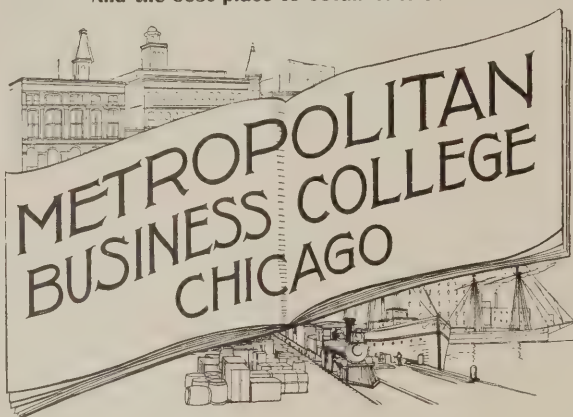
**CONNER, FENDLER & CO.,
NEW YORK CITY.**

ARE YOU GOING INTO BUSINESS?

If so, you need a

Business Education

And the best place to obtain it is at the



CORNER MICHIGAN AVENUE AND MONROE STREET.

This college occupies its own modern, commodious building; has an experienced faculty of teachers, and a practical course of study. For prospectus address

O. M. POWERS, Principal, 7 Monroe St., Chicago.

JOHN IMIRIE,

PATENTS

SEND SKETCH FOR
EXAMINATION.

605 SEVENTH STREET N. W.
WASHINGTON, D. C.

C. W. Crutsinger
Manufacturer
of
PRINTERS'

ROLLERS AND
COMPOSITION.

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters

Advice on Technical Affairs

Hints on Every-day Work

Suggestions for Special Occasions

News of Printers and Printing

All about New Machinery and Appliances

Descriptions of Improved Methods of Work

Sample Jobs for "Lifting"

An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.

Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort Press; London: 1 Imperial Building, Ludgate Circus, E.C.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price.

Paper binding, lithographed cover, 25 cents.

Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,

Vanderbilt Building,

New York.

"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.

"Interesting and profitable."—Baltimore Herald.

"Lively and sensible."—Philadelphia Evening Telegram.

"Handsome and clever."—New York Press.

"Should be read twice."—Cleveland World.

"Should be on the desk of every advertiser."—Cleveland Press.

"Best thing we have seen."—Buffalo Express.

"Most practical and helpful."—Minneapolis Journal.

"Every advertiser may read with profit."—St. Louis Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most interesting of all instructive books."—Buffalo Times.

"Full of ideas of value."—Cleveland Leader.

"Nothing humdrum or commonplace."—Buffalo Commercial.

"Full of snappy, commonsense hints."—Boston Advertiser.

"Striking and readable."—Baltimore American.

"Can not fail to prove interesting."—Pittsburg Press.

"Should be in the hands of every business man."—Philadelphia Ledger.

Charles Austin Bates has secured the advertising of "Sedatine," a new proprietary preparation. For the present the work will be confined to Philadelphia, the home of the Sedatine Company. Half and quarter pages will be used in the dailies.

Faster than ever to California

Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

Read These Books

Mailed free
for postage named.

To California and Back,
176 pages, 176 illustrations,
5 cents.

The Moki Snake Dance,
60 pages, 64 illustrations,
3 cents.

Grand Canon of Arizona,
32 pages, 15 illustrations,
2 cents.

**New Mexico Health Res-
orts,** 80 pages, 31 illus-
trations, 2 cents.

Arizona Health Resorts,
72 pages, 18 illustrations,
2 cents.

Las Vegas Hot Springs,
48 pages, 39 illustrations,
2 cents.

They tell the story

of wonderful sights and scenes, and
special resorts for tourists and home-
seekers in the Great West.
They are published by the

Santa Fe Route,

are literary and artistic, and will make
you better acquainted with the attrac-
tions of your own land.

C. A. HIGGINS,
A. G. P. A., A. T. & S. F. R'y, ...CHICAGO...
1370 Great Northern Bldg.

THERE ARE STILL A FEW advertisers, advertising men, publishers, and printers who have not yet subscribed for **PROFITABLE ADVERTISING**. They are doubtless victims of procrastination. They know, of course, that it is the leader of all advertising magazines published today, and they intend to send along their dollar when they "get around to it." But in the mean time they're missing the superb numbers now appearing, which they will regret. Our readers say that each number, with its artistic cover, its wealth of illustration, and its interesting articles, is alone worth the price of a whole year's subscription. For the present, however, we shall continue sending it at the old price—one dollar a year. Why not get around to it today?

If you want a sample copy send 10 cents and mention the National Printer-Journalist.

PROFITABLE ADVERTISING,

227 Washington Street, - - - BOSTON.

KATE E. GRISWOLD, Publisher.

**THE FINEST
SLEEPING CARS
IN THE WORLD**

**CHICAGO
GREAT
WESTERN
RAILWAY**

Maple
Leaf
Route

**CHICAGO
TO ST. PAUL
AND MINNEAPOLIS**

OFFICE 115 ADAMS ST. CHICAGO



CALIFORNIA

**Burlington Route
Personally Conducted
Tourist Parties
Every Week.**

If you are going to California and wish to save expense, yet travel in safety and comfort, investigate these "once-a-week parties." They leave every Wednesday from both Chicago and St. Louis, joining at Denver. Then past the grandest scenery in the world, over the Denver & Rio Grande Railroad. A few hours' stop to see Salt Lake City, and on via Ogden and the Southern Pacific Railway. A special agent is in charge of each party and the cars are comfortable and exquisitely clean. Ask your ticket agent for full particulars and send 6 cents in postage for our beautifully illustrated book on California. It is a work of art.

**P. S. EUSTIS, General Passenger
Agent, C. B. & Q. R. R.,
CHICAGO, ILL.**

AMERICA'S MOST POPULAR RAILROAD

**CHICAGO
AND
ALTON
RAILROAD.**

PERFECT PASSENGER SERVICE BETWEEN

**CHICAGO AND KANSAS CITY,
CHICAGO AND ST. LOUIS,
CHICAGO AND PEORIA,
ST. LOUIS AND KANSAS CITY.**

Through Pullman service between Chicago and

**HOT SPRINGS, Ark., DENVER, Colo.,
TEXAS, FLORIDA, UTAH,
CALIFORNIA AND OREGON.**

If you are contemplating a trip, any portion of which can be made over the Chicago & Alton, it will pay you to write to the undersigned for maps, pamphlets, rates, time tables, etc.

GEO. J. CHARLTON,
General Passenger and Ticket Agent,
CHICAGO, ILLINOIS.

CHALK PLATES

Simplest, Quickest, and Cheapest Process of Engraving. . . Practically Infallible. . . Outfits, \$15 up. . . Catalogue of stereotyping machinery, proofs, etc., free. . . .

HOKE ENGRAVING PLATE CO.

.....ST. LOUIS, MO., U.S.A.

FOREIGN OFFICES — Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Gliven, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

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Black & Clawson Co., The, Hamilton, O.

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Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See page 164 of this issue.

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Morrison, J. L., Co., The, New York, London, Toronto. Write for descriptive circular.

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“No More Cheap News Ink for Me.”

THE newspapers of this country for the past two years have been solicited, drummed, and almost persecuted by Printing Ink manufacturers who, having no reputation and no sales for Fine Grades of Inks, have been forced by their necessities to obtain a market for that grade of Ink which is easiest made and turned out in largest quantities. The result has been that so-called “News” Inks have been offered at a price so close to the cost that the manufacturer has been unable to turn out a properly made article, and in consequence there has arisen the greatest dissatisfaction among newspaper publishers at the muddy appearance of their papers and the filling up of their fine type. We have determined to give newspapers an absolutely first-class, dense black News Ink, and charge a fair price for it. The quotation at the top of this page is taken from many letters we have received from newspaper publishers who have written us asking for a News Ink that “will work free and clean, and print black.” One of the best printed newspapers in this country—the New York Commercial Advertiser—is printed with Ink of our manufacture. Any newspaper publisher who thinks this paper looks better than his own, we will be very glad to furnish with quotations for the same grade. Publishers who are satisfied to use an Ink solely because it is “cheap” we think will find from experience that there is no real economy in using anything but the best that can be made. Why spoil good paper—the item of cost of which is very large—with poor Ink, when the difference in cost between a good and poor Ink is so trifling?

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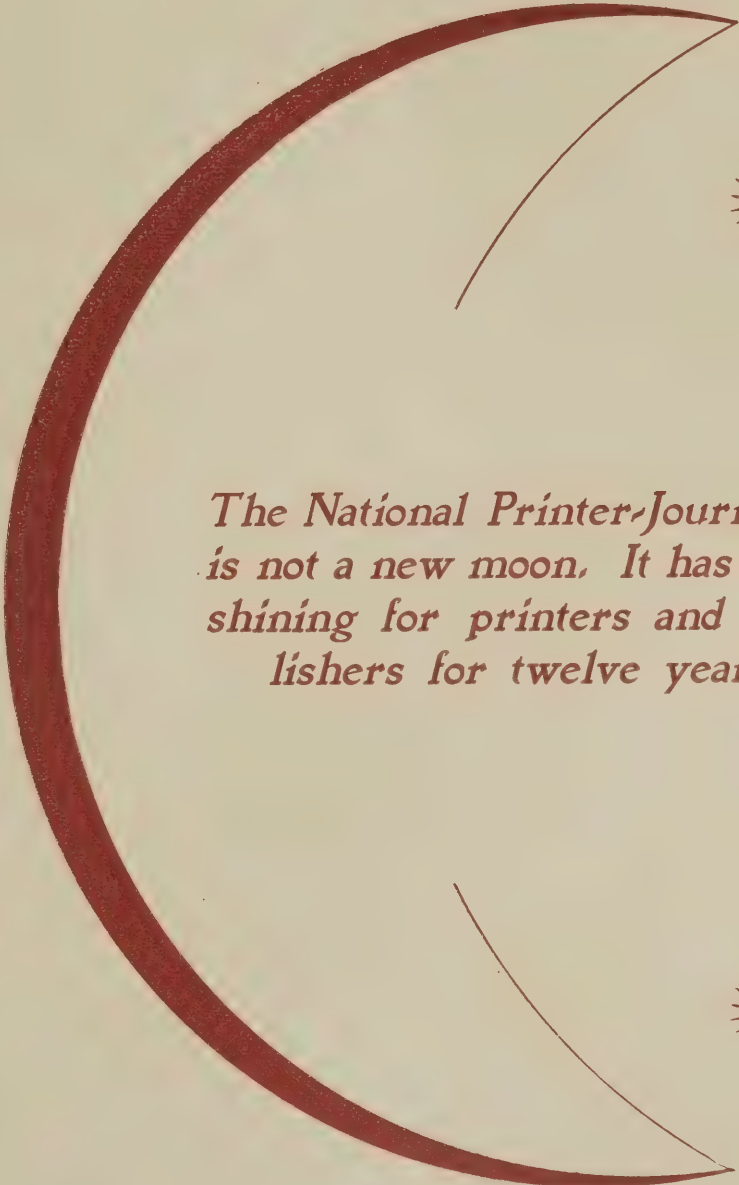
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*Printing,
and the
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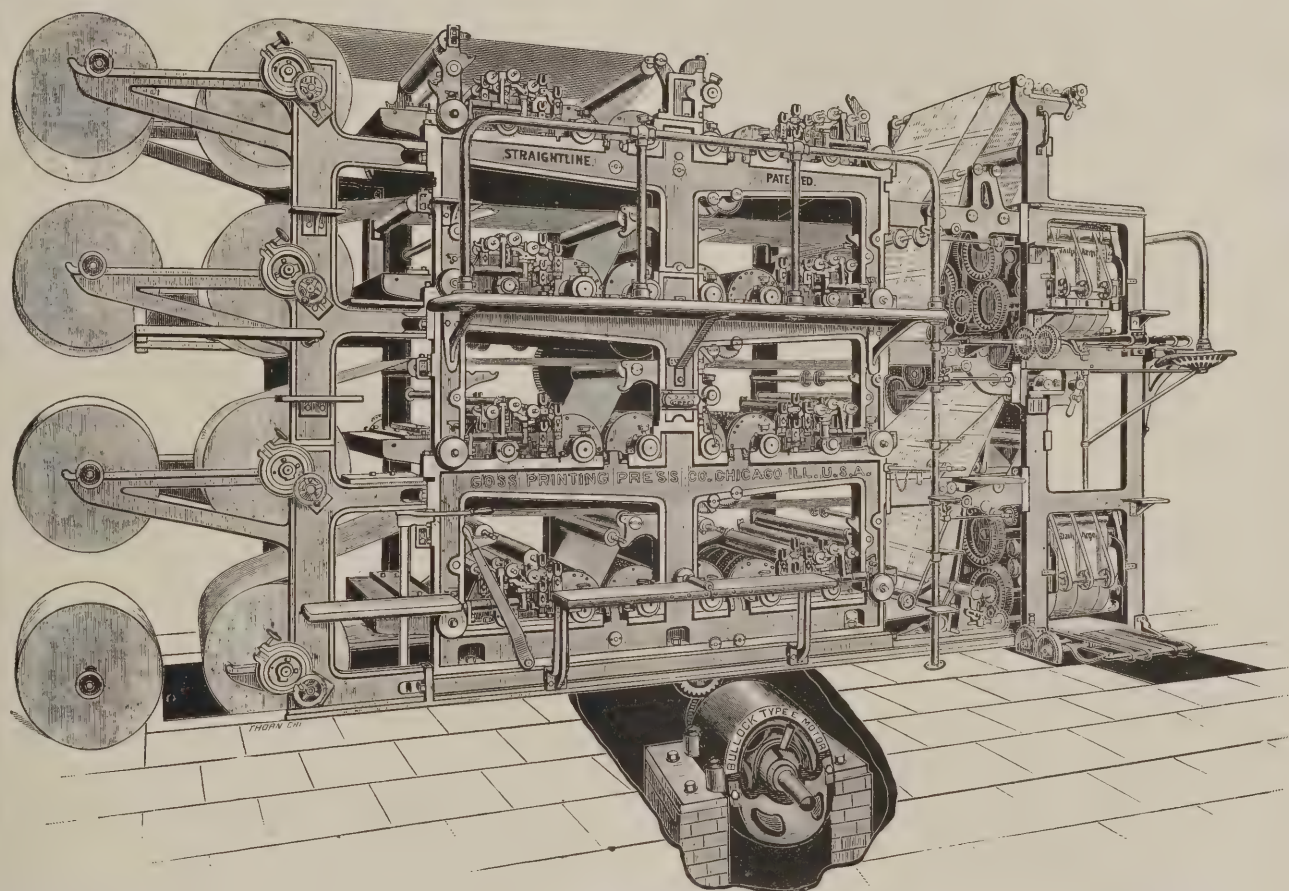
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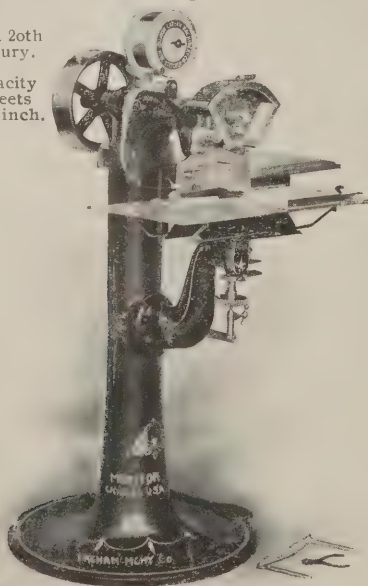
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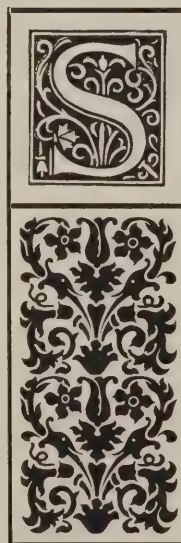
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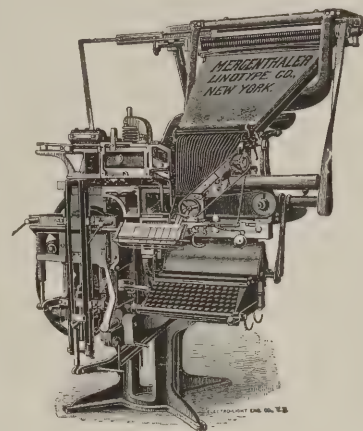
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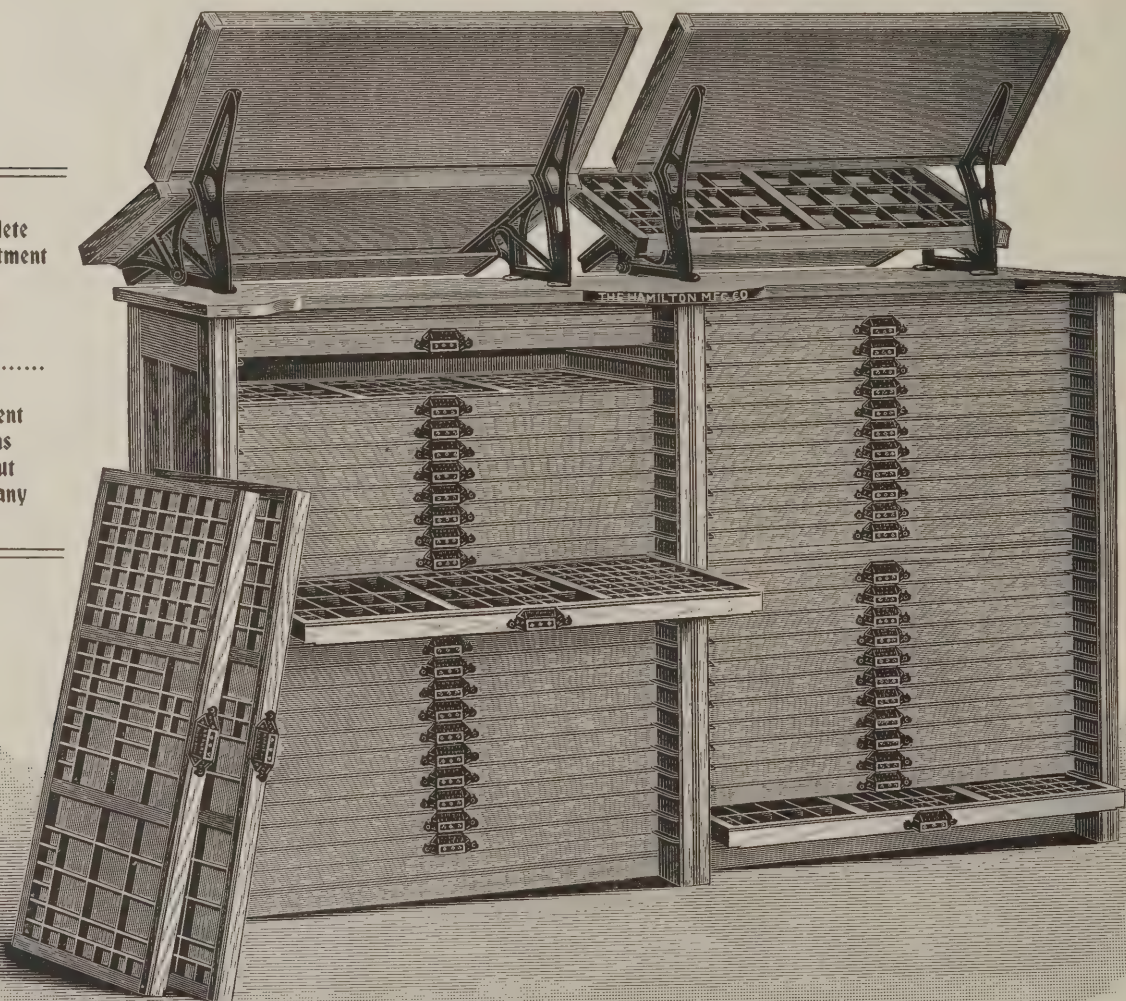


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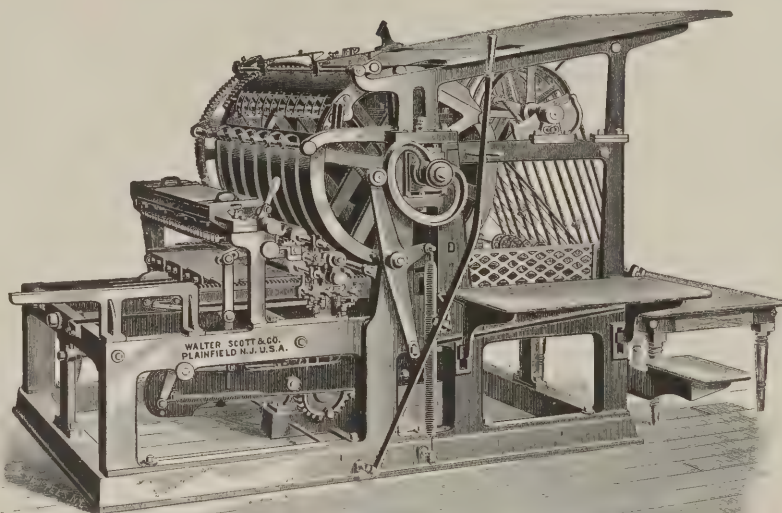
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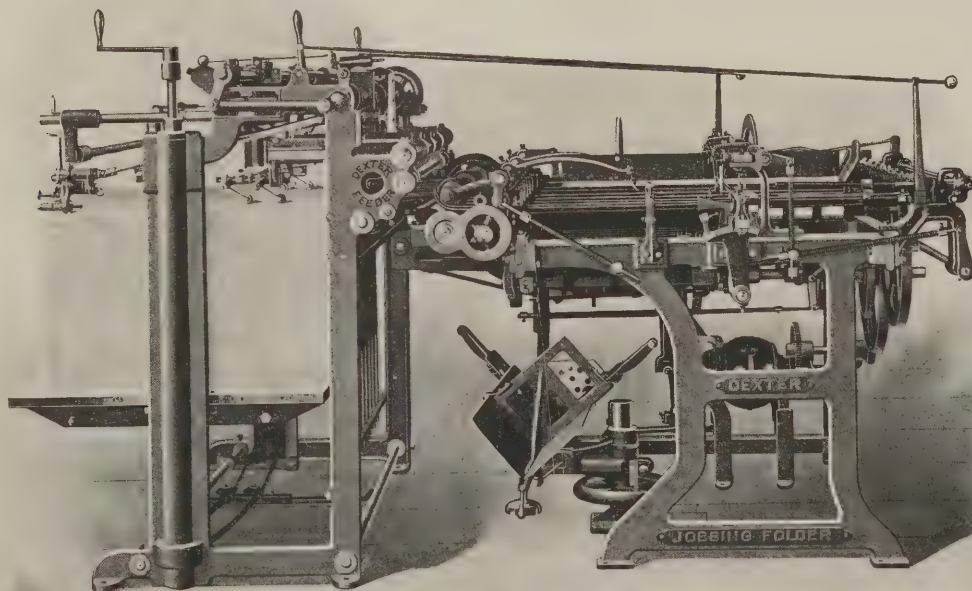
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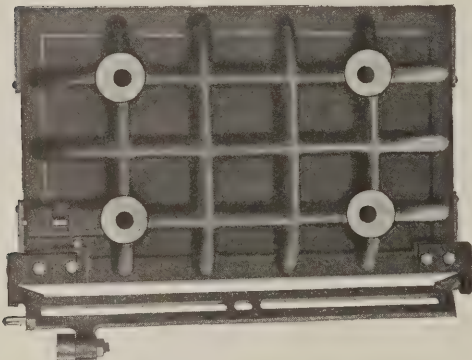
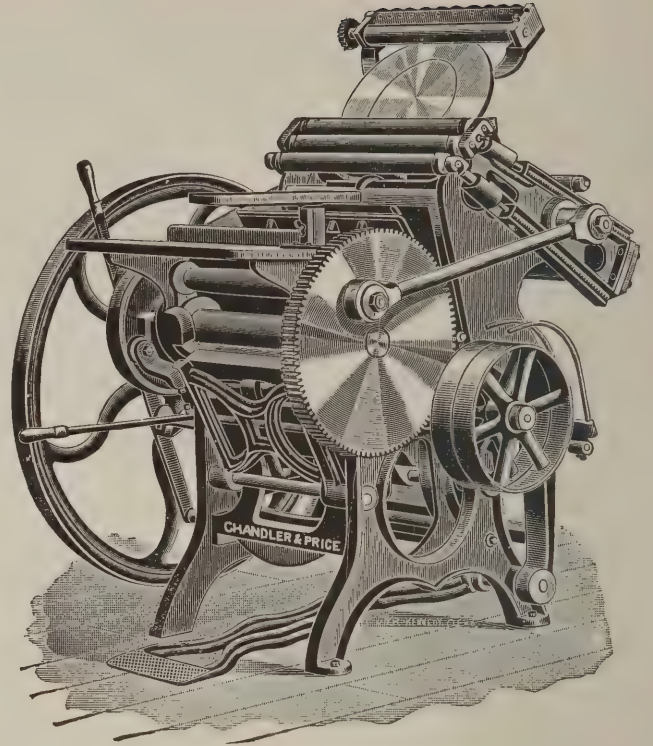
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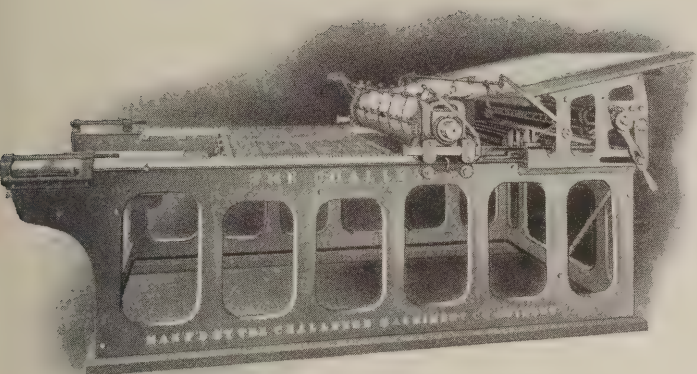
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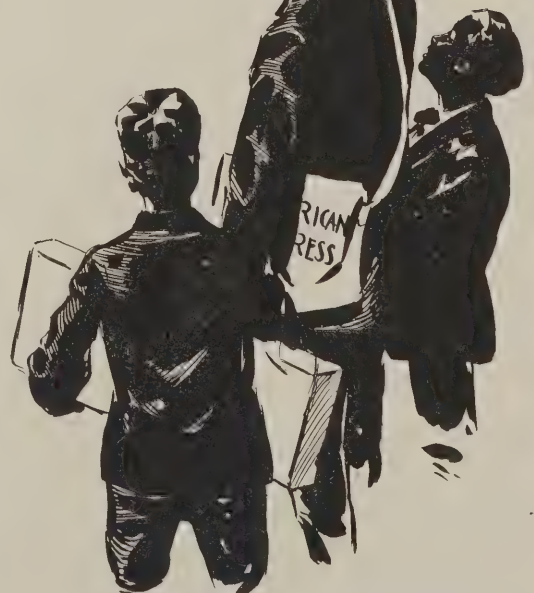
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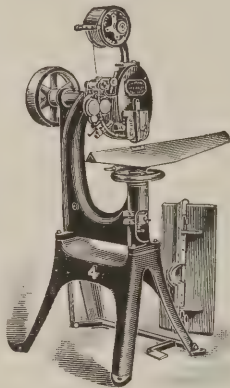


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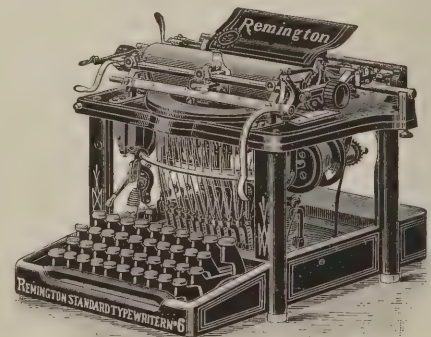
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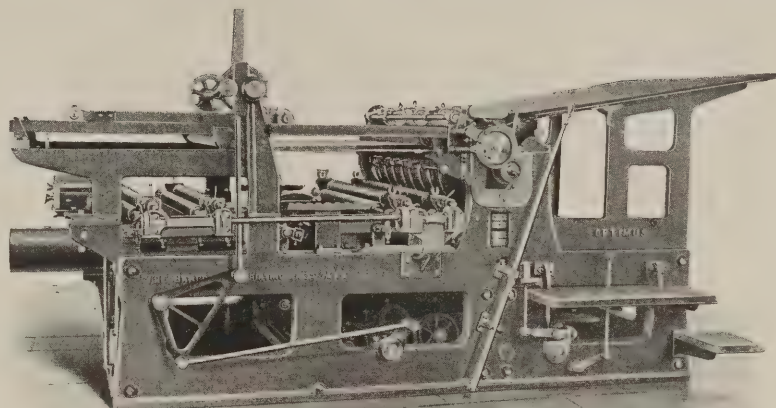
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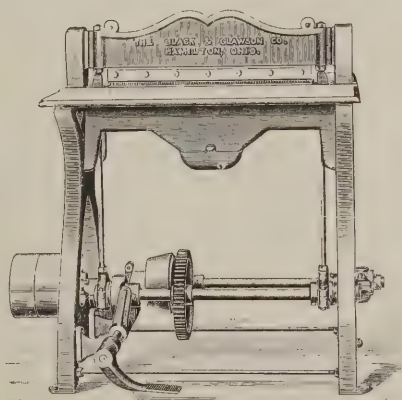
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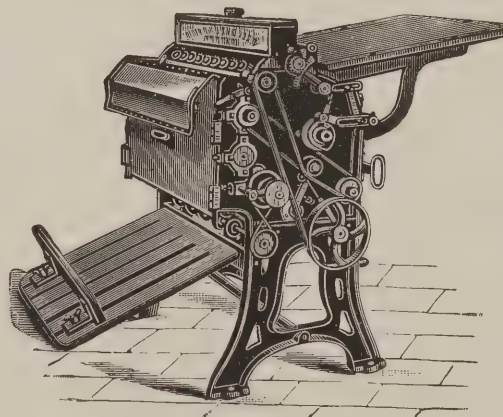
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SPECIAL BRONZING MACHINES are made for bronzing heavy paper stock, such as Photograph Mounts, Mats, Sheet-metal, etc.

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Write for Prices and Particulars.

According to last month's National Printer-Journalist, the publisher wants not a "has been," or a "will be," but an "IS."

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In use in 23 States

ON DAILIES

*SEMI-WEEKLIES
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*One-Man
Type Setter*

IS *saving Publishers from
\$40 to \$150 per month*

according to amount of composition user has for machine to do.

Why wait for problematical "wonders"
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THE TIME to save money IS NOW!
and the SIMPLEX will do it in the
simplest, easiest, and cheapest way.

You LOSE every month you WAIT!
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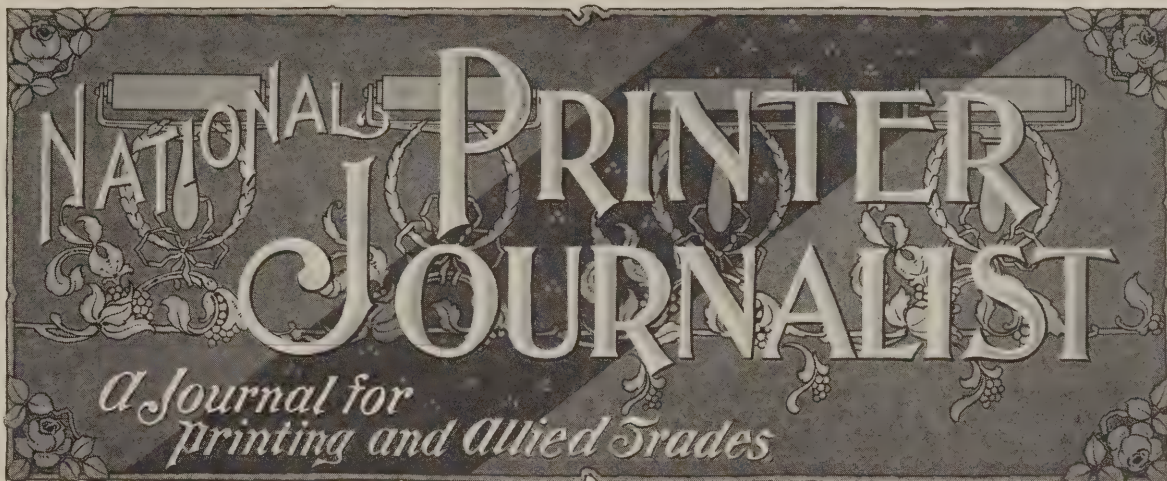
is reasonable in price and sold
on easy terms, or leased, to re-
sponsible publishers. In fact,
our terms are such that the
monthly payments are less than
its saving, so that it pays for
itself and makes a profit too.

*May we tell you all about it?
Costs nothing to investigate.*

THE UNITYPE COMPANY,

*200 Monroe Street,
CHICAGO.*

*150 Nassau Street,
NEW YORK.*



INVENTORIES AND INSURANCE.

By Thomas Rees, Illinois State Register.

IT SHOULD be understood that the business of insurance companies is collecting premiums and not the payment of losses. The payment of losses is one of the contingencies of that business. That while insurance companies are usually ready to pay for everything that is covered in the policy in their respective companies, they are not anxious to pay for those things which are not insured, and that it must be proven to their satisfaction that the articles and merchandise have been destroyed by fire before there is any claim against the insurance company. The burden of proof is on the insured. It cannot be assumed, when an establishment burns out, that the insurance company is bound to pay the face of the policy. It remains with the person who has suffered a loss to prove beyond all reasonable doubt that he has suffered by the actual destruction of articles on which he claims a premium. This being the case, the easier the facts can be arrived at and the more tangible the evidence the better chance the insured has of collecting for the loss he has sustained.

The best way to prove up a loss is to have a complete inventory of everything in the establishment, taken at a time previous to the fire, and, besides the advantage that such an inventory may be in case of fire, it is a most excellent thing to have in keeping track of the material of a printing office.

It is a most excellent thing to round up the office at least once a year. It frequently calls to mind the fact that you have loaned galleys, chases, composing sticks, or cases of type to other offices which would be entirely lost track of if it were not for the annual round up, when everything must be present or accounted for. Starting with a complete inventory, it should be kept in a safe but convenient place, and every new article purchased should be added to it at the time of purchase. If this is regularly kept up, it will surprise you to see how quickly and easily you can go through your office at the end of the year and call the roll on everything which you are supposed to have.

In making your inventory, commence with the business office. Put down your safe, counters, desks, typewriters, gas and electric fixtures, inkstands, clocks, printed matter, books, and everything to the minutest details. Move on to the editorial office the same way, including the editorial library, naming each book. Take up the press room. Enter each press or other machine separately, the number of feet of shafting, the number of feet of belting for each press, naming the width of the belting, and putting all down

minutely. In all departments include the electrical and gas fixtures, tables, etc. In the composing room enter each font of type separately, giving the number of pounds or the number of A's in the font, how many fonts there are of each kind, the price per font and the initials of the foundry where they are made. Take the chases, commencing with the largest, give the measurement in inches of each chase to the smallest. The same with the imposing stones, attaching the price of each and every article. Give the style and kind of each rack or cabinet, and so continue throughout the entire office, including galleys, composing sticks, tools, etc. In the matter of cuts, I would suggest that a good proof be made of each and every one, that they be bound in book form and a number be attached to each cut to designate it, and that they be entered in the inventory by their numbers and with the price to each.

The main difficulty in making up an inventory is to arrive at the price to attach to the various articles, but this is not so difficult if a certain rule is adopted and adhered to. I would invoice type, presses, shafting, belting and all other articles at the printed prices in which they are quoted in the various catalogues. Most of these articles can be found in the pricelists furnished by the type foundries. Use the schedule price, or gross price. Do not try to make a net price as discounts are frequently changed and a net price will never represent what the articles are worth for any great length of time. Invoice everything which has a regular schedule price at such price, and in making calculations thereafter discounts, damages, wear and tear, etc., can be taken into account when the time arrives. In the matter of shafting and belting, the Medart Pulley Company of St. Louis has a schedule which covers everything, which schedule can be obtained in most any hardware establishment. The same is true of belting, gas fixtures, tools, etc. In the matter of desks, typewriters, safes, etc., give all schedule prices. Put them down at price no matter how old or how new they are. Their condition can be taken into consideration afterwards. Counters, tables, etc., which have been made to order, can be put down at the cost price, or in the absence of the knowledge of what they cost, at what it would cost to replace the same.

In the matter of job stock or other material on hand, a separate sheet may be made of the same, entering each article or each lot or quantity at its market price.

I think this is the only way to make prices on an inventory that will be at all satisfactory. As before stated, discounts are continually changing, wear and tear and deterioration are continually taking place, and if a person

attempts to make an inventory of actual value the same will not be good for more than one day, while an inventory made of schedule prices will be good for all time to come. Another thing, it is very difficult to arrive at the actual cash value of many things, the prices of which are effected by discounts, wear and tear and the conditions existing at particular times. For instance, you may have a font of type, say five hundred pounds of brevier, the schedule price of which is 52 cents per pound—the discount on that, say 33 per cent. At the present time I believe it is about 25 per cent. Be that as it may, you consider the wear and tear has depreciated the net value of this font of type about 25 per cent, but about this time a customer comes in who wishes a book printed which he insists shall be in the best manner that printing can be done, and you are compelled to buy a new font of type just like the one which you thought was good enough. After you get the new font of type, having use for only one ordinarily, what is the first font of type worth, which a few days ago you thought was good enough? You now have another better font that entirely takes its place. You conclude that the only thing to do with it is to trade it in as old type metal, and so the value has decreased about 75 per cent on the introduction of the new font of type. But just about the time you have concluded to throw it away, somebody else comes along and wants a job printed and the old type is good enough, and by having it you secure a profitable job that you otherwise would not have secured. The price of the old font is immediately increased in your mind to pretty nearly its original cost. Such a case as this is more marked in the value of cuts. Suppose you have a halftone cut made of your best customer at an expense of \$8.00 and you are using it right along for him. There is no doubt of the value of the cut being all that it cost. Suppose that some trade journal publishes a picture of this man which suits him much better than the one you have been using. You send to them and get it at a cost perhaps of \$2.00 and the original cut is discarded and practically valueless; but in a few months the customer may become dissatisfied with the second cut and insist that thereafter the original cut must be used. This completely destroys the value of the second cut and reinstates the first engraving to its original value of \$8.00. I only cite these to show the difficulty of trying to invoice articles for future use at the particular value which they may represent at any particular time. Put them down at the schedule price and the conditions covering their value can be determined when the time arrives that it becomes necessary.

Having completed your inventory, take out your insurance policy and compare the two and see whether the articles you have invoiced are covered in the policy. In placing a policy upon your establishment, the nearer you can get to a blanket policy, that is, a policy covering everything under one head, the better it is for the insured, but insurance companies refuse to make blanket policies covering large establishments. If divisions have to be made in the policy, make as few divisions as possible, for the less divisions you have in a policy the better. In comparing the inventory with the policy take up each article covered, item by item, and see that the language of the policy covers each particular article. If it does not, then the policy should be amended. I might tell a true story here to illustrate the necessity of this. I knew a man down in Missouri who owned a lumber yard that was well insured. It was finally destroyed by fire, and the adjuster called upon him to settle the loss. The lumber merchant, being a good-natured sort of fellow and a man who believed in liberal dealings, was glad to meet in the adjuster a man who impressed him as being a gentleman with the same broad, liberal ideas. They commenced on the adjustment. Signs on which the insured only claimed \$40.00 the adjuster was willing to put in at \$50.00. Paint on which the insured claimed a loss of \$150.00 the adjuster was willing to allow a loss of 200.00. A coil of rope on which the insured only thought he would ask \$40.00 the adjuster was glad to allow \$57.75, and so it went on all through the adjustment, the only difference between them being a matter of \$300.00 on a certain pile of lumber, but as the adjuster had been so liberal all the way through the Missouri man thought he would give him the \$300.00 on the lumber pile, and after some argument allowed it. Having completed the work the adjuster took up the policy and raised the question as to what was covered in the policy, and the scales fell from the eyes of the Missouri man when he found that paint, signs,

rope and that class of goods on which the adjuster had been so liberal were not covered at all in the policy and were a complete loss without insurance, while the lumber on which the insured had allowed \$300.00 without any good cause except the liberality displayed on the other side, was the only thing covered in the policy.

This shows the necessity of finding out in advance whether your goods are covered in the policy rather than wait for the adjuster of the company to give you that information after the fire has occurred. I submit herewith the form of a policy carried on the establishment which I represent and which I think covers nearly everything in the office. Improvements may be made upon it but I think it is more comprehensive than the majority of insurance policy forms. It reads as follows:

ILLINOIS STATE REGISTER.

(Incorporated.)

\$1,000 insurance, to apply as follows:

A. \$750.00 on its printing presses, rollers and roller stocks, paper cutters, card cutters, stereotype machinery and apparatus, perforating machines, standing presses, wire and other stitchers, sewing machines, folding machines, engines, shafting, gearing, belting, pulleys, hangers, pipes, valves, radiators and apparatus and all other machinery (except Mergenthaler Linotype Machines); also on its type, rules, stands, galleys, chases, slugs, imposing stones and frames, racks, cases, cabinets, electrotypes, wood or other engravings or etchings, standing forms and labor on same, stereotype or other metal, tables, scales, cutting dies and all other appliances, implements and tools.

B. \$150.00 on its stock of paper and card board, plain, printed and in the process of printing or completion, inks, bronzes, oil, glue, binders' boards and binding and printing materials and supplies of all kinds, stationery, and all other materials and supplies pertaining to or used in its business, or for sale, whether its own or held in trust or on commission or sold but not removed.

C. \$50.00 on its office furniture and fixtures, safe, shelving, show cases, desks, type writers, stoves, partitions, enclosures and closets, in various parts of the premises; chandeliers, gas fixtures, gas pipes, speaking tubes, signs, bound and unbound files, cases and books, fire extinguishers, clocks and all other conveniences, office furniture or fixtures.

D. \$50.00 on its electric motors, dynamos, fans, and connections, including switchboards, switches, meters, starters, electric wiring, fixtures, and all other appliances or connections, but not to cover any loss or damage to dynamos, exciters, lamps, switches or motors caused by electric current, whether artificial or natural.

All contained in the two-story, metal roof brick building and additions thereto, situated on south side of Monroe Street, between Fifth and Sixth Streets, Springfield, Illinois. The ground on which said building and additions are located is owned by different parties.

Permission to light premises with gas and electricity or oil; to use gas stoves and to make ordinary repairs to buildings, machinery and fixtures without notice; also to run nights and extra hours.

Other concurrent insurance permitted, not to exceed \$30,000.

This slip being attached to Policy No. _____ of the _____ Insurance Company, of _____, issued at its Springfield, Illinois, Agency, forms part thereof.

Dated _____ 189—

_____ Agent.

IN A HURRY FOR ITS CONTENTS.

Richmond, Mo., February 9, 1900.

Hon. B. B. Herbert, Chicago, Ill.

My Dear Sir:—I am in receipt of your statement of my account to May, 1900. I herewith enclose you a draft for \$4, which pays me up to May, 1901. I look anxiously each month for the arrival of The Printer-Journalist, and don't see how I could get along without it. It hardly reaches my desk until I have hold of it and begin to tear off the wrapper and scan its columns. I don't see how any country editor can get along without it, especially after he has once become accustomed to reading its columns, for at no time does it lack in looks, make-up or contents. Wishing The Printer-Journalist and its editor continued prosperity, I am, sir, yours very truly,

GEORGE W. TRIGG.

TYPE-SETTING MACHINES.

By Frank T. Moran, Republican, Belvidere, Ill.

PUBLISHERS of country newspapers have watched with a great deal of interest the progress of the type-setting machine. A few years ago the country publisher paid little attention to this subject because he thought the type-setting machine was made solely for the use of the metropolitan newspaper and therefore concerned himself very little about it. In the past year or two, however,

of changing to machine composition should give the subject careful investigation. He should stop and figure out in black and white exactly what his type-setting is costing him per thousand and then compare the figures, with the cost of machine composition. I dare say there are comparatively few country publishers in the State whose help works by the week who can tell what their newspaper composition costs them per thousand ems. In many cases they do not stop to consider what proportion of labor is expended on job work and what part on the newspaper.

When the publisher finds out what his newspaper type-setting is costing him he can very easily tell whether anything is to be gained by the installation of a machine.



MEMBERS OF THE FIFTEENTH CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION
IN FRONT OF THE HEADQUARTERS AT ST. CHARLES HOTEL, NEW ORLEANS.

we have observed a great change and now many newspapers in the State outside the larger cities are using machines. When this subject was assigned to me I made a protest to the officers of the association but finally consented to tell what I knew about the question and perhaps may be able to give a few points of interest, but my remarks will be brief. In the first place a publisher who is thinking

No newspaper can afford to put in a machine, no matter what make, unless they are setting in excess of 100,000 ems per week at a cost of from 15 to 20 cents per thousand. I might say that a newspaper would have to set considerably more than the amount I have stated to make it economy to change composition. There may seem to be many glittering advantages in type-setting machines but

remember that the cost is great and the expense of operating and other things are items to be taken into consideration. From actual experience I cannot say much on the subject as my machine has been in operation but a short time but before I concluded to abandon the old way I canvassed the subject carefully and did not make up my mind in a moment. In fact I studied the matter for nearly a year and during that time kept the typewriter busy writing letters all over the United States to newspapers using the machines and in this way I managed to collect much valuable information. Before putting in a machine my composition on both daily and weekly was costing me about \$32 per week. We were setting about 200,000 ems, the cost per thousand being 16 cents. Very little plate matter outside of the daily news plates was used, so this item could not be taken into consideration in making an estimate for machine comparison. I decided to put in a Simplex machine for the reason that the cost of operation is not as great as the machine of another make and the chances less for delay on account of breaks. Moreover the original cost is about half. At this time I cannot state positively that my judgment was correct but from present indications we are going to increase our composition and as near as I can figure, the cost per thousand will not be over 10 cents. The machine is being run by two girls who are old employes of the office and the results thus far are quite satisfactory. With about two weeks' practice they are setting between 22,000 and 25,000 ems per day.

From the experience of publishers all over the country who were kind enough to answer my letters I learned that in most cases both the Simplex and the Linotype were doing good work wherever they were in use. In nearly every case the publisher could not praise too much the particular machine in use in his office. I candidly believe that either machine would pay for itself if there were enough work to keep it going and I further believe that there are certain offices where it would not be economy to put in the one kind while the other might be a good investment. I might go on and make comparisons and give figures on both machines but I dislike to do this, but if there are any questions I am capable of answering I will cheerfully give what information I can and will be pleased to talk at any time with prospective purchasers of machines.

FOREIGN ADVERTISING.

By J. J. Baker, News, Mt. Vernon, Ill.



HAT is a fair price to charge for foreign advertising? How many times during the course of a year do we ask ourselves this question? The publishers of this State should come to some understanding as to the charge that should be made for this class of work—not that we want to charge an exorbitant price, neither do we wish to see how cheaply we can do the work—but to determine what a fair and reasonable price would be.

It is well known to all here that this question has been discussed by Press Associations and publishers every year for the past decade, and so far as I am able to learn such discussions have been productive of very little, if any, benefit to the newspaper fraternity. And there is one reason why they have not been beneficial, and that is because there has been no united effort on the part of the publishers. After we finish discussing, we go home and probably the next time it comes to our mind is when some patent medicine man comes in the office with half a column of medicine locals to be run in pure local columns, or with a display ad. that must have position at "top of column and next to reading matter." He submits his copy for the locals, which is invariably set in nonpareil, you give him a price of say \$30.00, and he immediately drops dead, figuratively speaking, or tells you he don't want to buy the office. He revives in a few seconds and gasps: "Why, I get this run in such and such a paper for \$15.00," and drawing a contract from his pocket, proves what he said was true.

I recall an instance a few weeks since when I received a proposition for an ad. from an advertising agent offering \$54.00 gross, which would amount to \$40.50 net. I replied that I would run the ad. for \$60.00 net. Their next offer was \$60.00 gross; their next \$64.00 gross; their next \$52.00 net; their next \$58.00 net; and in just one month from the time

the first offer was made, the contract was received at my price, \$60.00 net. And still I have my doubts whether or not I am getting a fair compensation for the advertising. There is no doubt that everyone of you have had similar experiences. Our advertising columns are our stock in trade just the same as sugar, coffee and such articles are the stock in trade of the grocer, and the habit of taking advertising for less than it is worth, just because some other fellow has taken it at too low a figure, should be abolished as soon as possible.

I believe this association should adopt a scale of rates covering this class of advertising, basing the same on the circulation of the paper. Then have these rates printed on a card, and when one of these advertising agents wanted a price on a certain ad. you could mail him a card, and indicate thereon what the circulation of your paper is.

Now, in conclusion, as I believe we are all very much interested in the matter of charges for foreign advertising, I would like for the members present to let us know what they are charging for this class of work and what, in their opinion, would be a fair price for running such ads. as "Uneda Biscuits," "Lion Coffee," "Arbuckle's Coffee," or any other that may be running in their papers.

WHERE AN EDITOR MAY STAND.

By A. W. Blakely, Rochester, Minn.



ECENTLY there has passed from the scene of earthly activities one of the most famous men the latter part of the nineteenth century has produced. No name was more widely known among English-speaking people than that of Dwight L. Moody. No orator ever faced as many thousands of eager listeners, or stirred more profoundly their spiritual emotions. No organizer ever founded more far-reaching and elevating institutions and maintained them with a greater degree of success. Whatever he undertook he carried easily to the desired conclusion. If his need was for money in support of his enterprises it came to him in abundant measure. He moved the hearts of men to sympathy with his purposes, and they gave him unstintingly of their means and their influence. He stood in the first rank of the preachers of his time, with two others of American birth only—Phillips Brooks, of Boston, and Henry Ward Beecher, of Brooklyn, to be placed on a level beside him.

What was it gave this man his eminence and made him the power he became in his line of effort? It was not education. He had merely the training of the common schools in his youth. It was not elegant manners. He was brusque, abrupt, unpolished in address, at least in the early years of his career. It was not expansive intellect. He was narrow and fixed in his code of religious dogmas. It was not genius. He displayed no creative ability. It was through the plain, homely qualities which every man may develop, through energy, determination, enthusiasm. He believed in the work he undertook. He believed in the Christ he preached, and he believed in himself as one born to persuade other men to believe with him and come up out of the kingdom of the flesh into the kingdom of God.

There is a lesson for us, fellow members of the editorial fraternity, in the example I have cited. It is in the power of every man before me to take a stand in his profession, in his community, in the region bounded by his readers, that shall in proportion to its extent equal in honor and in usefulness the achievements and the distinction of Dwight L. Moody. I am not claiming too much for common human nature. Any man can make of himself what he will as a force for good. The editor has every aid and incentive in his calling. There is none more noble, more inspiring; none offering greater opportunities; none that should be more sacred and hallowing. The priest in the pulpit has a much narrower sphere. He preaches to the few, to a limited congregation, who are supposed to have already set their feet in the way he would have them traverse. The time has passed when the masses looked to the pulpit as a source of wisdom and guidance. It is the newspaper that has become their prophet and preacher. It is in the hand of every man, woman and child. It is their sermon, their hymn book, their Bible, often in too complete an entirety. In this fact alone there is an appeal for us to

do our utmost to speak to them in words of truth, and of purity and of wisdom, so far as we can gain it. We have no right to print a paper merely for the money we can get out of it. We must get money out of it for the support of ourselves and our families, or we must turn to other business; but while we work for that money we ought never to forget that we have in our hands an instrument that should be made a continual source of instruction, of entertainment, and therefore of improvement to our subscribers.

We should not be satisfied with what satisfies them. We stand at the fountain head of news and knowledge. We command the telegraph, the printed page of every kind. We have in the journals and magazines that pour in a ceaseless stream into our sanctum the best thought of the best minds of our day, upon every subject of interest to human curiosity. It is our duty to make ourselves acquainted with these products of combined intellect and learning, and enlarge and strengthen our own intelligence by so doing. There is not an editor in the remotest country district who has not the means of self-culture at his service. If he does not by their help add continuously to his stores of knowledge, to his breadth of judgment, to his faculty for reasoning, and his ability to write easily and agreeably, he is recreant to his duty as an editor. He is not treating his readers honestly. He is not making the most of his opportunities. He is not living up to his privileges. He is handing a stone to those who look to him for bread.

I repeat, we should not be satisfied with a paper that satisfies our subscribers. Our aim should be that of perpetual progress. Each sheet should be a little better than the one that preceded it. At least that should be our endeavor. There is no reason why the editorial matter in a country newspaper should be inferior to that furnished in the columns of a city journal, why it should be less spirited or spicy. There is a man behind it with average brain power. That is all that is necessary in the way of intellectual enginery. Now let him apply the stimulus of ambition; let him turn on the push, the force, the energy that impel the city editor to strenuous and successful effort, and he may produce the same commendable results.

We are content with too small attainments. We are not willing to do the work and endure the fatigue which men must who rise in any degree above mediocrity. No soul has earned a position of esteem, has gained distinction of any kind who has not toiled for it, and sacrificed, putting self out of sight in view of the goal he would reach. There are two small words, "dig" and "grit," that are the keys of all earthly achievement. These are good Saxon words. Short, strong, marrowy. They are easily held in the memory. They are good catch words to nerve one in moments of trial, perhaps defeat. It is the willingness to "dig" and the dogged "grit" that make the hero. I would rather my sons would possess these two qualities than to leave them a fortune. That might be quickly dissipated. These would insure their mastery of a happy fortune in any circumstances in which they might be placed.

I look about me, not here, fellow editors, but in my ordinary walks, and see the mass of men and women content to lead commonplace lives, content to tread on one dead level from birth to death; each like the other, no better, if no worse; with no deeper thoughts, with no higher aims, doing no superior work. It fills me with wonder and with pain, for I know each one of the vast number could be distinct from every other in some marked manner if he tried. Each could do some particular thing with such peculiar excellence as to arouse the attention and excite the pleasure of those about him. We do not benefit ourselves alone when we develop our possibilities and make the most of our special capacities. We are benefiting our fellows. We are showing them how worthy it is always to be active and inspiring. They catch some of our enthusiasm. They are infected by our atmosphere. We become a light that is set on a hill where its beams cannot be hid. That man or woman who stands separate from the bulk of mankind, who by reason of definite activities in a laudable direction has become a unit, an individual, is a benefactor indisputably.

Do we editors realize our responsibilities as benefactors in our community? To this high place our profession elevates us. We may shirk its duties, but there is no release, no pardon for us. We are to be educators, inspirers of the people, promoters of the public good, critics of public shortcomings, guardians of the public morals. Vigilant

watch dogs, we should never be off our guard, never faithless to our trust. Every time our voice vibrates through the mute type it should speak of things worth men's knowing, worth their time and their money which they spend for it.

It is a serious matter to enter a man's home and a man's heart in the guise of an instructor or a monitor. It demands earnestness, sincerity, and a high purpose. We cannot be too well equipped. We must not spare pains to say the right word and in a just and generous spirit. There must be no stint in the proffered information. We must glean all we can up and down the great world, and give it out again in clear and compact language. We must be exact in our interpretation of events, and above all we must be fair in our judgment of men. To be partisan is to be narrow. To print a word of slander is to be criminal. The pen of an editor may become a stiletto, stabbing the souls of men who cannot fight back. The reputations of our citizens lie at our mercy in our inkwell. Let us beware how we deal with these most precious of human belongings.

I have set a lofty standard in my demand of the editorial profession. It is the ideal, and the ideal is the real. It is not impossible; it is not beyond the attainment of any of us present. It should not be beyond our ambition and our effort. "They can, because they believe they can," was the powerful saying of Virgil. Let every man believe that he can, and there is no height on which he may not stand, no height to which industry, morality and usefulness cannot uplift him. "This world belongs to the energetic," said Emerson. Nothing truer was ever spoken. Pick out the men in any time or place who are conspicuous, who have mastered the situation, who have become the leaders in the world of thought or in the world of affairs, and you find men who are the embodiments of energy, who have won the vantage ground they occupy by incessant "dig," by impregnable "grit."

It is good to be an editor. It is a glorious profession to which we have dedicated our powers. So long as we appreciate the privileges it confers, the freedom of expression and expansion, the honor of the high calling, the duty it imposes, it will be well with us and with our readers. The welfare of the State may be entrusted to our keeping. It will be safe in our loyal hearts and our faithful purpose.

"TURNED LOOSE."

By Terry Simmons, Plaindealer, Marseilles, Ill.

COUNTY ASSOCIATIONS.



Y COUNTY, La Salle, ranks first in area, second in population, and, now, as most of you have read, is on the front seat in another important direction, the press having recently organized a County Editorial Association. For this result thanks are largely due to two members of our State Association, Brothers Fornof, of Streator, and Bedford, of La Salle. This could have been done years ago if a committee from the State association, created for that express purpose, had proposed, aided and pushed it to a conclusion. This is a legitimate field I believe we are not at present fully occupying, the importance of which can hardly be overrated. In fact upon it hinges matters of great importance. With every county in the State organized, if our association needs prompt and efficient co-operation it can be had, something certainly not now possible. Its helpful power, under such conditions, could hardly be limited. I would advise the appointment of a standing committee, whose express powers shall be to persist until every county in the State has its organized association. That the members thereof, not belonging to our State association already, will find it advisable to join, follows as a matter of course.

HISTORICAL FILES.

To dignify and ennoble our calling should be the set purpose of every publisher. It is our life blood, creates fruits worth the winning.

Most, if not all publishers, preserve a file of their paper. For this only the most perfect copies are selected. But why stop there? Let us follow up the wise move to

its full fruition—provide for a like preservation of our life work in our county and State libraries.

We write and publish history. Knowing to this fact, add that what we do is to permanently live after us, impress it firmly on our minds, and the inspiration to at all times be as nearly as possible at our best must improve the tone of our papers to a marked degree.

Two well bound yearly files, donated one each for a county and State library, would not be a great expense to a publisher. Even this could and would be met by the public, through the library board, if it was properly prepared for it. If room is not now provided for these files our association can soon see that the radical defect is remedied. What more greatly concerns the public, has equal value, more right to a place in public recognition, than the papers you and I are sending out?

Access, at all times, at a county seat or the State house, to all the county papers, in the first case, or State papers in the second, could not fail to become a highly prized privilege. Rich in the affairs of right now, who shall limit its grand worth of the future?

Think of all it would mean: A visit to the county or State repository, there to be handed at will, from the shelves for perusal, volume after volume of the papers from your home town, telling the every-day story of ten, twenty, thirty, aye, forty years, about your immediate friends and associates. Then going beyond the social side, estimate at its full weight, who can, their value as works of reference.

This is no fancy sketch. To-day I have nearly a quarter century of bound files of my paper. They are not for sale. No money would buy them. My business career is there in black and white. There is not a citizen in the place, able to read, who would not jump for joy at the chance to read those papers. From your own experience you know how absolutely true every word of this is.

I once obtained a file of a paper published in my town twenty years before the date of my securing it. Week by week I copied the local news taken therefrom as a special column. Nothing I have published, before or since, of equal length, has ever attracted the eager interest or unqualified praise that did those notes of "twenty years ago."

The dignity in all this, the wisdom of the course I propose, the strong incentive for us to take immediate action, is brought out vividly as we take up Newspaperdom of Jan. 11th and read that the University of Michigan is right now undertaking a collection of the newspapers of that State. Especially does it ask for those special editions whose creating is at once the bright particular gem in a publisher's crown.

PRIZE DESCRIPTIVE ARTICLES.

"John Tompkins went to Sharon Monday," from time immemorial, has been the standby of localdom. "He was called there on business" is the second stage. Sometimes a hurriedly written half-column or the rare column is given to home affairs. Practically anything out of the cut and dried order is the exception. Correct business we believe it to be. But, Brother, must we stop there? You know there are times when you feel this surface work is not your best. There is a longing to rise above it. Why not give play to the best that is in you? But occasion for this must precede. Create it! Narration of the common run of affairs may be accepted by our readers fifty-one weeks of the year, but we certainly owe them something better on the fifty-second even leaving out of the deal what we owe to ourselves. This thought was awakened by reading in the *National Printer-Journalist* that editors returned from the meeting of the National Editorial Association, at Portland, refreshed and enthused by travel and experience, largely published glowing accounts of their trip, others made it a subject of lectures and yet others issued illustrated books. Is there no suggestion in this for us?

If another outing is indulged in by this association, let each brother partaking prove his metal by writing and publishing the very best account of it in his power. Take time enough to do the subject full justice. Send copies of the printed paper or papers containing it to a proper committee to receive them. Let the members thereof judge the article in line with adopted rules of contest and according to actual merit. Have each contestant remit a reasonable sum with his application for a chance to compete. This would at least assist in providing prizes. Give to the

matter the widest possible advance and after publicity. On the decision of the committee the articles of the winner or winners should appear in our trade papers, our annual report, or both. Stronger temptation to make it the effort of efforts could hardly be named. Properly arranged it would command the attention of the press and people of the whole State if not nation.

If the editors of national repute believe such descriptions wise, and we have proof positive that they do, we cannot be unwise to follow the pace they have set.

OUR ANNUAL REPORT.

If order is Heaven's first law then there is little of Heaven in the average newspaper of Illinois. The absence of literal order, a sequence of affairs rigidly adhered to, is the rule. Every publisher is a law unto himself, a king with a throne and followers as the wisdom of his reign warrants. He is a creature of circumstances; his best laid plans oft vanish into thin air before a pressure totally unlooked for. This newness, novelty, enforcing combat perhaps with what tests his utmost ability, is the chief charm of the editorial life. Too great preparation for it is the impossible. Head erect, he scents the air, confident he is equal to any occasion; only thus is victory probable. His triumph is also his defeat, because the battle is never wholly won, a more intense struggle awaits.

As publishers we are turned loose upon a community. Our hopes, our fears, are those of our readers if we are in touch with them as we should be. To ignore this fact, forget that it is to us support, is to fail and fall. The stronger the ties between us and our readers the greater, more sure our success. To weave them well is the problem.

There are at least three factors in successful publication no editor worthy the name can wholly afford to overlook. In the order of their importance they are: County, State and National editorial associations. It is to them he must look if he prefers to stand fortified with the accumulated knowledge they place before him, or in his own measurably inexperienced strength. No other way is open to him, so readily accessible, to attain both the wisdom and inspiration he needs and must have to wield the power that is to conquer.

Once a member of an association the keen delights afforded by contact with equals or superiors are too precious to him to ever again willingly deprive himself of. Turned loose thus armed, his readers and advertisers readily respond to the improved conditions they cannot fail to note. All experience proves this. Why, then, are there not more of the publishers of the State members of the Illinois Press Association?

Our Secretary encloses a blank to each member, at least annually, and urges its use in securing new members. This serves a good purpose, but the results are not what they would be if more made use of them. The strongest, best plea for membership possible to make is to place in the hands of those out of the fold a copy of our annual report. No intelligent editor (and of course we have no other kind in this State) can fail to be benefited by a careful reading of our book and will see at once the urgent need of becoming one of us. Our association cannot afford to donate copies to all not members. Put a fair price on the book then send a circular to outsiders describing the forthcoming work in as alluring a manner as the proposed contents will admit of, and urgently solicit an advance order. It cannot fail to be labor and money wisely expended. The demand could then be intelligently met.

If a brother does not or will not join the association, the next best service he can render himself, us and the cause we hold dear, is to read and profit by our annual.

Our association cannot become too large in number of members or great in influence. None of us know it all; the wisest are they who would ever know more, add to their wisdom that of others. We are all at least humble once; some of us are yet, although our stock of pride is above par because members of an association embracing the social, moral and mental peers of the State.

Let us practice what we preach to advertisers. There is enthusiasm in large circulation; spread our annual widely in the State. Under such conditions our talks at our annual meetings will gain by brevity, substance and worth, as we rise to a more supreme need. The papers we read will improve in every essential. Measures not now probable of execution, affecting the immediate welfare of every publisher in the State, with the press a union in interest,

can be pushed by an organized power that need bend the knee to no known human conditions probable of contact. All will be lifted to a higher level, and with that rise must come, in large measure, that of every citizen of our great commonwealth.

The time is now, if never before, when whoever puts a stone in the way of the proper prosperity of any paper in Illinois is a known foe to progress the most vital. His downfall is certain. The newspaper tide never recedes. Go with it or be swept aside.

There is joy unconfined for that publisher who attains, in just measure, to the true dignity of his position. No one man in the community can exercise so great an influence over the lives of the people as does he. His the superior opportunity. He works for to-day, to-morrow, and the years to come. Even centuries after the printed page may and will have its place in public weal.

Brethren, let there be more of us. May the work of this meeting be turned loose in fields to which that of others has been strangers. Stop short, if at all, when there are no more Illinois editors to appropriate its blessings.

I am an enthusiast in the newspaper work in proportion as I realize my weakness. Out of my needs I plead for the help it is in your power to give. The outstretched hand, the welcoming smile, the social greeting, the words of cheer, the advice so precious because born of your own personal trials and successes, is to me of much value. I am but one. The same treasures of mind, heart and soul, poured out here, should be the property alike of every publisher in the State and Nation.

SOMETHING ABOUT REPORTING.



NEWSPAPER people are supposed to be pretty well informed about the ways of keeping tab on and collecting local news, yet here are several things from an article in the Portland, Maine, Express, under the caption of "The Story of a Paper's Growth," that will prove profitable as well as entertaining along the line of good newspaper reporting. The writer says:

Almost every newspaper has its own peculiar method of getting the local news. Few people realize the amount of work it requires to keep track of everything of importance that is going on in the city. One important feature of the local news department is the assignment book. This is a large ledger in which a page or two is devoted to each day in the year. Whenever a member of the reportorial staff or the city editor hears of anything that is to happen on a certain date, that event is recorded under the proper date line in the assignment book.

These dates are secured in every imaginable way. A reporter may hear a casual conversation that on February 16 some society will hold a special meeting. The next time he goes to the office he will turn to the page in the assignment book headed February 16 and write there the fact of the meeting. When that day arrives the book is an un-failing reminder that some one must look out for the special meeting.

It is the duty of the city editor to carefully read not only the other Portland daily papers but all the state papers. He might learn from the Bath Times that there was considerable enthusiasm in the Shipping city over polo and that a meeting would be held at the Preble House in Portland to see if a State league could be formed. If it stated what day and time the meeting would be held that would mean an assignment for the big book. If it did not some one must find those facts out and then enter them in the proper place.

"KEEPING TABS" ON EVENTS.

The city editor may discover in some obscure corner of a daily paper a short notice in fine type stating that the United States Lighthouse Department will hold an auction sale of old boats that have been accumulating for years. The date of this sale must be placed in the assignment book, for there may be some picturesque features about this raffle of decrepit crafts.

Assignments are suggested in all sorts of ways. In the Six Town Times a brief paragraph might state that Hiram

Hodgkins of the Fort Road had invented an ingenious motor by which he hoped to be able to propel his bicycle. The wideawake city editor or reporter who reads this paragraph might see a good story in it and, accordingly, put it down in the assignment book under head of "Special Articles." Every editor likes to have a long list of subjects for good local specials that he can assign to his men in the afternoon after the regular business of the day is over.

Under this head members of the staff are expected to write the subjects of any matter that they think can be used as a special story. For instance, the paragraph about Hiram Hodgkins' motor might "pan out" big. When the reporter to whom the assignment was given should call on Hiram he might find that the machine was really a pretty good thing and from a half hour's chat with the owner he would possibly secure a very readable article containing Mr. Hodgkins' description of how the idea occurred to him and his trials in getting the motor to work smoothly. If Hiram was good natured and did not object to a little harmless notoriety very likely he would mount his wheel and let you take a snap shot of him as he went by. When you had developed your photograph the artist would make an illustration from it and Hiram would have been brought before the public in a way in which he never dreamed of when he saw the brief paragraph about himself in the Six Town Times.

ITEMS OVERHEARD.

You may be standing in a drug store lighting your cigar and overhear one gentleman tell another that he has been looking at Mr. So-And-So's collection of coins and that it is the finest in the city. That means that Mr. So-And-So will receive a visit from you shortly and have a nice story written up describing his collection and how he came into possession of it.

Of course the editor-in-chief will have many ideas of his own which mean assignments for the members of his staff. He may wish to have expressions of opinion from prominent business or professional men upon subjects which the people are talking about, or he may have heard of half a dozen things that need to be followed up.

In giving out assignments the city editor tries as far as possible to set each man after the work which he is best adapted to. There are always "star" men on all big newspapers who can be depended upon in any emergency or big happening to get everything in the shape of news that there is to get and to put it together in just the style his paper requires. These "star" men must, of course, have been in the business long enough to understand it thoroughly. A new reporter does not always realize the value of a story. Where he would see nothing more than would warrant a few lines, giving barest facts, the trained newspaper man would see picturesque incidents that could be turned into half a column of bright lively dialogue that everybody would read and laugh at. These traits can only be developed by practical experience.

CONTENTS ABSORBED WITH INTEREST.

Lyon Co. Reporter,
Marshall, Minnesota, March 12, 1900.
National Printer-Journalist, Chicago.

Gentlemen:—We received a sample copy of the Journalist. The contents were absorbed with interest, and we fully believe that we have already received the value of one year's subscription in the single number. We want the paper for a year and inclose bill.

Respectfully,
C. F. Case & Son.
F. W. C.

PRESENTS ARTISTIC RESULTS.

From The Times-Union, Albany, N. Y.:

The March number of the National Printer-Journalist is an excellent exponent of the manner of printing and electrotyping in America, presenting as it does such artistic results with the types, paper and pictorially, while its reading matter is abreast of the spirit of progress. There are some pertinent topics discussed, such as "Tri-weeklies," "A Paper's Platform," and "The Features of Advertising." The trading-stamp comes up for treatment and what was done at conventions is described.



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.

IN THE issue of this magazine for March appeared an extract from the Associated Press report of the Windsor hotel fire, in New York, and a complete story based upon the same incident from a recent issue of McClure's Magazine, together with a few questions which readers were asked to answer and comment upon.

Eighteen replies have been received up to the time the copy must go in for the April issue. As was expected, the writers array themselves into two distinct schools,—the conservative and the radical. The conservatives—and in these replies they greatly outnumber the radicals—hold that "The Adventure of Tillerman McDermott" has no place in a properly planned news report, because it subordinates information to emotion. The radicals insist that while they would not use the story as a "lead" to the report of the fire, they would by all means give it place after the hunger of the reader for mere facts had been satisfied. As important principles are involved in this discussion, it may be well to select two of the ablest replies and let each one represent his side.

* * *

The questions were: 1. Is this story done in "newspaper English?" 2. Would it be suitable as an introduction to the report of the fire? 3. Would you use it in any part of a report? 4. Does the story give information or emotion? To what extent may emotion be used to intensify a newspaper report? 5. If work of this kind could be done by reporters in time to print in the morning, would it be advisable to use it?

* * *

The leading advocate of the conservative side writes:

1. No. It is somewhat more correct and perhaps too formal, though it has a decided "family resemblance."
2. No. Because it is in form and motive primarily a dramatic incident ostensibly worked up for dramatic effect; and also because it is much too long for that use.
3. No. The primary object of a report is a succinct statement of important facts and incidents for their own sake. In the regular report of the fire this incident should have prominence, and be related with some degree of dramatic force, but within the space of about twenty lines.
4. The story gives emotion and not information. The amount of emotion permissible in a newspaper report should depend upon the character of the incident and the capacity of the reporter. Ordinary news, which comprises a very large part of all news worth reporting, should be given in concise and direct manner, with little coloring, but of course avoiding abruptness. But there can be no hard and fast rule. In a political convention, for example, there are many picturesque people and incidents, and in the course of the report these should be described in an appreciative spirit and this matter should be worked into the body of the report, but with due regard to brevity and proportion. And so, in the case of an unusual fire, the reporter may lag from time to time on his journey through the facts which constitute legitimate news to describe at more length and in more elaborate manner any extraordinary incident. And here there may be some regard shown for emotional

effect. But the specific, formal story in the December McClure illustrates how far a reporter may not go in his regular account of the fire. How far a newspaper may give episodes of current life and enliven them with touches of imagination is a matter of taste and convenience, but they should be given as episodes and not as news. Perhaps for the sake of the readers this feature should be carefully circumscribed. The worst, that is the most wearisome and hurtful, feature of the daily newspaper is its original matter outside of legitimate news.

* * *

The strongest letter on the radical side of the question is given entire:

1. While the story is not written in what tradition has taught us is "newspaper English," yet I see nothing in it that a news-editor could, unless swayed by the prejudices of a contrary training or by finicky taste, reasonably object to. Unusual forms of description are used, as for example, this description of McDermott in the second paragraph. He also pays more attention to detail, notably as to the accident upon the ladder, than a reporter would be expected to do. But the story is well told.

2. I scarcely think it would be suitable as a lead to the story of the fire. It is too indefinite in essentials. The man who reads newspapers has become accustomed to the style of having the story summarized in the opening paragraphs, and, to hold him, a hint at least of what the entire story is about is necessary in the beginning. If you interest him at the start, however, you will hold him.

3. Certainly. As an important happening, concisely told, it forms part of the whole. I would use it, if the most exciting story of rescue, immediately after having satisfied the curiosity of the habitual reader as to where the fire was, what damage was done and who were injured, because an essential to a complete story of the tragedy.

4. I should say information, although the emotional part is well to the fore. The newspaper editor must use emotion in his news columns very sparingly. Unless well handled, it is apt to pall upon the reader even as sweetmeats.

5. Yes. A good story well told will always find more hearers than the same story told in a mechanical way. Many reporters, in a desire to observe the "style" of their paper, lose all individuality and use words and phrases as a child would use wooden blocks. "Emotional" work, however, in unskilled hands, and if injected into all of the "big stories," creates a false intensity, a superficiality that tires the reader, because of the effect upon the nerves. There is no reason why newspapers should not print "literature," because "literature" pays better than mere newspaper writing. If a reporter can tell the story in a way that interests and holds, let him do it, even if it violates all canons of the profession. Give full scope to his individuality, and restrain him only as to his imagination, insisting always upon essential facts and truthful pictures.

The issue is fairly joined between those who believe that a newspaper report should consist of the truth told in an orderly, consecutive manner, "news for its own sake," and those who favor a stirring tale so told as to catch and hold the reader, attracting quite as much by the manner of telling as the substance of the tale itself.

The debate is again open to the house. Every reader of the National Printer-Journalist is asked to send in his opinion on this the most important of all the questions connected with the work of the reporter for the daily and weekly press.

THE JOB PRINTER.

By Charles H. Cochrane, New York.



MORE or less discretionary power is given to the compositor, in every large office, with each job intrusted to him. If it is a job of importance, as a catalogue of a good many pages, it is usually supposed to be the business of the foreman (who ought to be exactly familiar with the office equipment, to the minutest detail) to give some general, or even special, instructions to the man to whom he gives it in charge, besides the obvious information as to the size of the page and the body-type he is to use. Some foremen will go no further than this, leaving everything else to the judgment or intelligence of the compositor. And, of course, where you know your man, this is safe enough. If you have tried him before, and know that he will take the copy, look it all through for anything unexpected; will calculate the detail of the pages, ascertain whether or not it is to be set all at once without any release of type through working it a form at a time; look at the rule-cases and estimate how the piece-rule will probably hold out; whether or not rules will have to be cut, and if this appears on the face of it, how such cutting could be avoided, as by some internal adjustment of subordinate tables, which might be set slightly large or smaller without detriment to the general harmony if anything was thus to be gained; how the head-line sorts are likely to hold out, etc., etc.—if you know your compositor will go into all these questions, it is not worth while for the foreman to take the time to inquire into these matters himself. I have known compositors who would do all this; I have known a great many more to whom such ideas would never occur. The average man, I fear, would be apt to take things for granted, and go ahead with the work till he found he was “stuck” for something; then, of course, the office facilities were to blame—not he. As illustrating the loss that may come to an office if such points as this are disregarded, an incident in my own experience may prove interesting.

Back in the seventies, when I was younger than I am now, I was, with another young man, running a newspaper and job-office in a New England town. One day I received a telegram from the proprietor of a large job-office in a neighboring city, asking me if I could not send him a good job-hand for a few weeks, as a man had just left and he was terribly rushed. Business was a little dull with us, my partner was competent to run the business, and so I concluded, as much for the sake of a change as anything else, that I would run down and fill the bill myself. Arrived at the office, I was asked to tackle a catalogue that was to make 120 pages, and about 40 pages of which had been set. It was for a wholesale house that sold small goods of various kinds, and was, of course, more a list of goods, styles, sizes, and prices than anything else. The goods were divided into a great number of classes, with styles A, B, C, etc., each with a number and price. Consequently there were more rules than anything else in the book—and very short rules at that. The body-type was brevier, set solid, and the rules, of course, were justified to pica. Most of the tables were short, often only three or four lines, and each contained from three to ten longitudinal divisions, or columns, each column requiring a six-to-pica rule. The brevier, of course, didn't justify with the pica, and in the pages already set some of the rules were a little too short and in others a little too long. This was bad enough; but the worst was yet to come. I discovered next that all the available piece-rule of short sizes had been used, and that, if the work was continued without working any of the forms, there would be a good many hundred short rules to cut—on a rickety rule-cutter that didn't bite off sharply, but bent and battered the ends, so that it was necessary to use a coarse file to trim them off satisfactorily. I cut and fitted short rules for one table, observed how long it had taken me, and then calculated how long it would take

me to cut the rest that would be required. The result was that I concluded it would be an atrocious waste of time and money; so I called the foreman over and explained the situation to him.

He scratched his head in some perplexity at my suggestion that I finish up enough for 48 pages, so that two forms might be worked and a release of type obtained.

“The deuce of it is,” said he, “I have no press. It was planned that this job should be entirely set before any of it was printed, and the man who had charge of it before you never told me that there would be any trouble about finishing it, so I have made no arrangements to run off part of it. We have only two presses suitable for this job, and I have long runs made ready on both of them—’twill be ten days before either of them is clear. This job is due by that time, so we can't wait. Why in ————!”

The remainder of his remarks were too strong for these columns, and indicated his state of mind at the problem with which he was unexpectedly confronted. The man who had started the job had left two days before, so he could not be sworn at. There was absolutely no other press that was available. To go on and cut rules wholesale with such poor machinery was a waste of time too shocking to contemplate, though that was at first what the foreman told me I had better do. But when I showed him the calculation I had made as to the time this would take he was staggered, and finally agreed with me that it would be better to finish 48 pages and have them printed at a neighboring office. It was a choice of evils. Of course the proprietor had to be called in, and the situation explained to him. The foreman threw all the blame on the man who had left, and took to himself what credit there was in the discovery of the condition of affairs before matters were any worse. This, I expected, and so said nothing. Of course the foreman was to blame for not having looked after the job more closely himself. He realized this when too late, and was now making himself as solid as he could under the circumstances. By discovering what he should have found out, and allowing him to take all the credit, I made a good friend of him, and things went like pie for me in that office while the rush lasted and I remained; indeed, he finally made me a good offer to remain with him permanently. But that, of course, has nothing to do with the point I have been illustrating.

* * * *

The compositor of to-day will be, or may be, the proprietor of to-morrow. Did you ever think of that? The more you learn, the better you understand your business—not only what you are supposed to know in your department, but in every other branch—the better it will be for the house, the better it will be for you, both now and in the future. For this reason, the compositor ought to try and learn something about the value of the work he is doing. Too many are satisfied if they can turn out a neat job and make a satisfactory report on the time-card concerning it. That should not be the proper attitude. Consider, when you are given a piece of work, about what you consider it would be worth to turn it out complete; estimate it for yourself. Then, if you have the chance, compare your estimate with the price actually given the customer. Don't go about asking impertinent questions; but if the foreman and proprietor observe that you are anxious to learn everything so as to raise the standard of your own knowledge, assistance will be given you. There are many men in business to-day, in small offices (and sometimes in large ones also), who have no proper knowledge of what their work is costing them and of what they should charge for it. The other day I said to a young man whom I had known as an employee, and who had since branched out for himself in a small way:

“How do you figure your expenses?”

Seeing a puzzled look on his face, I continued: “I mean, how do you estimate your work, so as to be sure you are covering all the expenses of rent, ink, expressage, and other incidentals?”

“Oh,” said he, in an off-hand manner, “in a simple, business like mine you don't need any elaborate bookkeeping. My rent is \$350 a year, my express bill about \$1 a week. That is \$400 a year. I know I must meet one-twelfth of this every month, and I always do. That comes out of the general business. My stock I count up on every job. The ink I don't count—that costs almost nothing, and figures among the incidentals. I figure the cost of every job, and then add 20 per cent for profit and incidentals. That brings me out all right. For example, I should figure a thou-

sand circulars (supposing I went into the details) about like this:

Stock	\$0.30
Composition, one hour.....	.60
Feeder, and time of press.....	.20
	\$1.10
Add 20 per cent for profit.....	.22
	\$1.32

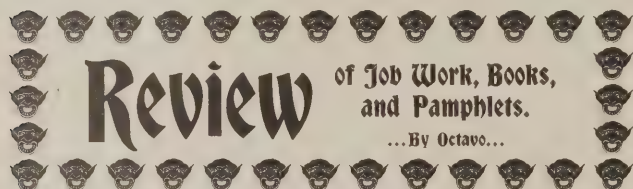
"I should ask my customer \$1.50 for this, and probably get it; but I would take \$1.30 before I would let the job go. Oh, I can figure as close as anybody, if I am young in the business."

I then figured on this same job myself, like this:

Stock	\$0.30
Cutting paper	.10
Add 10 per cent for handling stock.....	.03
Composition, one hour, .50; add 100 per cent for office expenses.....	1.00
Feeder	.15
Press	.15
Distribution of job (including actual time and office charges).....	.25
Total	\$1.98
Add 10 per cent for profit.....	.20

Proper charge to customer.....\$2.18

(Or, of course, \$2.20, to make even figuring.) There is no use in either deceiving yourself as to the cost of your work, or in making the customer a present to which he is not entitled. Always figure every detail of your job. And remember that rent and interest go on, and material wears out, and the hands have to be paid, whether they are engaged in profitable work or only sorting out pi and cleaning out the cases.



Specimens of all kinds of job printing, books, and pamphlets will be reviewed in this department. It is desirable that they be mailed flat when possible. If only favorable notice is desired it should be so stated in a letter accompanying the work, and should the specimens not be deemed worthy of praise no comment will be made. Address all communications to the office of this paper plainly marked on corner "OCTAVO, for Review."



VERY beautiful and artistic piece of work is that of a booklet of twelve proofs in half-tone from reproductions of famous paintings and etchings by the Illinois Engraving Company, Dearborn Street, Chicago. The engravings are printed on fine enamel stock, and then fastened onto nice deckle-edge tinted paper, then inclosed in a unique, dark green envelope, which has a very attractive design on the front page. The work is well done.

* * * *

It is worth while any printer to take the time and trouble of writing to the American Type Founders' Company for a copy of the booklet "Camelot Old Style." It is intended to show the uses of this new face of type, and is a splendid specimen of modern typography. The type was shown in the March number of this magazine.

* * * *

The Sprague Electric Company, of New York, always have nicely printed catalogues, and No. 58 has arrived at this office, showing the application of the motor to the Linotype, the printing press, embossing presses, cutters, ruling machines, book stitching machines, gathering machines, punch presses, die, notching, beveling, and routing, and almost every kind of a machine used in the printing industry in any way. The catalogue is well gotten up, and shows the advantage of doing away with shafting and belt-

ing. The growth of the use of electricity goes steadily on, among the principal advantages being those of economy, reliability, efficiency, simplicity, flexibility, and cleanliness. The printing was done by Bartlett & Company, New York.

* * * *

It seems as though the type foundries try to outshine each other in the way of brochures. The Inland Type Foundry, St. Louis, has just issued one to call attention to a display of the new Becker series, in connection with the St. John and St. John Outline. The booklet is intended to show a few of the many ways in which these three characteristic faces may be used in regular work to give a stamp of individuality. It is printed mainly in black and red, with a dark green cover; and, of course, is excellently well done.

* * * *

The Cincinnati Enquirer is sending out a neat vest-pocket memorandum or diary. It contains a lot of useful information and is sure to prove a lasting advertisement for the paper, which seems to be an important feature these days, when so much advertising is consigned to the waste basket, without a glance from the receiver.

* * * *

It has often been stated that the day of the pamphlet was over, but the evidence does not seem to bear out the statement as being true, for there seems to be a revival in this line of advertising at present. The Pontiac Engraving & Publishing Company, of Chicago, have issued a booklet for the State Bank of this city, containing views of the British Isles and continental Europe. The illustrations are printed in green ink, and the reading matter in brown; a typographical error is easily found on the first page. The presswork is fair.

* * * *

Quite a pretentious piece of work comes from the office of the Forrester (Ill.) Herald. The card was designed, the tint blocks cut, and the presswork done by S. F. Haller. The card measured 7x14 inches, and advertised the Herald and the job office. It was printed in six colors, and was illustrated with a job press, a cylinder press, and a paper cutter. The work was fairly well executed, and must have taken considerable time. It is quite a credit to Mr. Haller, when it is considered that he did all the work himself.

PRIZES FOR FINE JOB WORK.

PRINTING EXPOSITION.

We are assured that the Printing Exposition to be held in New York in May will be the greatest affair of its kind. The committee having the matter in charge desires to show at the Exposition samples of the finest job work done in the country, and to accomplish that end has decided to offer prizes for the best samples submitted. That all may have an equal opportunity, it is required that the same copy be used by all contestants, and that the same conditions shall govern each case. Two prizes and five certificates will be awarded to the contestants, and there will be an additional award of a gold medal to the establishment in which the winning job is set up. The copy and conditions are as follows:

COPY.

America's First Great Printing Exposition, embracing all the trades connected with the Art Preservative of Arts—Letter press printing, Engraving, Electrotyping, Stereotyping, Binding and Lithography—will be held during May, 1900, at the Grand Central Palace, New York, by Typographical Union, No. 6, to celebrate the occasion of its Semi-Centennial. It will be an exposition for the makers of machines and the users thereof; the labor and capital of the Printing Industry; the writer, the typesetter, the electrotyper, the engraver, the printer the lithographer, the binder, the publisher, the retailer, the wholesaler, and the reader. All those interested in the art of Printing should attend. This exhibit will be the greatest of its kind ever held. The price of admission will be 25 cents.

CONDITIONS.

Outside measurements of type form must be 6 by 9 inches. There are no restrictions as to type, ornaments or border, excepting that everything used must be the product of a type foundry. One dozen proofs (preferably press proofs) in one color of ink, on paper 8 by 11 inches in size,

must be mailed flat in time to reach the Committee not later than April 30, 1900. On the proofs, and on a sealed envelope accompanying them, must appear some nom de plume by which the name of the compositor may be determined, the name being within the envelope. Announcement of the names of the prize winners will be made on the opening day of the Exposition. All specimens for competition must be addressed to J. Clyde Oswald, Editor of the American Printer, 150 Nassau Street, New York, who will act as honorary chairman of the Committee, and should be sent by prepaid mail or express not later than April 25.

AWARDS.

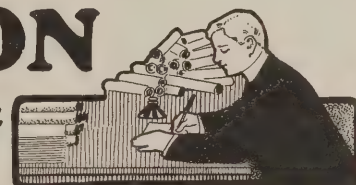
Two prizes and five certificates will be awarded to the successful contestants. The first prize will be a handsome

14-carat, 16 size, solid gold hunting-case watch, either Waltham, Elgin or Hamden movement, and engine-turned or ornamentally engraved. The second prize will be a 14-carat, 16 size, gold-filled watch, either Waltham, Elgin or Hamden movement, and engine turned or ornamentally engraved. The five engrossed certificates will be given to the five compositors whose work is judged next in quality to that of the winners of the prizes. A gold medal, suitably engraved, will be presented to the proprietor of the establishment in which the job is set up that wins the first prize.

The time is limited, though sufficient if the matter is taken in hand at once. We trust that all printers will do their best in helping to make the contest as interesting as possible. All specimens submitted will be exhibited at the Exposition, so that it is desired that it be as representative as possible.



CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

SECURING AND HOLDING SUBSCRIBERS.

By H. C. Hotaling, Mapleton, Minn.

CIRCULATION of a newspaper is, to a certain extent, like circulation of blood in the human body. Unless it is good and kept in that condition the publication is likely to be dull and lifeless. There is no royal road to securing such a circulation, and the paper which wins success must attain it by hard work and by keeping everlastingly at it. The various schemes, contests, and coupon deals, which have a tendency to inflate the circulation, do so only temporarily. They do not bring permanent subscribers, but, on the contrary, swell the list with short-time readers. I say readers, yet it is doubtful whether they can be classed as such, as their main idea in taking the publication is not because they want it, but because they want some friend to take a trip to Paris, etc., etc.

Clubbing with farm publications, city weeklies and monthly periodicals, all have an inclination to build up the other fellow, make extra work, and cut down profits. No actual benefit can be attributed to clubbing, as those deal which strikes their fancy is offered. They are, as a who are always looking for such bargain-counter snaps will not hesitate to go to some other office as soon as a new class, the opposite of generous, and were the local paper to depend upon their patronage, it would ever continue a weak, puny affair.

The old stand-by subscriber is the enterprising man of the community. He has faith in the future possibilities of the town, and subscribes for the paper because of its own worth. He is proud of it, and sends a few copies to friends at a distance, that they may see and realize what a progressive town he is living in.

To secure this class of subscribers, the paper must not be of the croaking class. Though times be hard, business dull, the paper-bills pressing, keep a cheerful demeanor. Inspire all with the idea, and the fact, if possible, that the paper is a financial success, that it is one of the solid institutions of the village or town. Eradicate the mistaken notion that the country editor is a dependent, and secure patronage on business grounds.

Let the man who is patronizing the paper, just to help the editor, know that the publication is not a charitable institution, and is not soliciting alms, but that it gives

value received, and should be looked upon as any other business concern in the community.

Open a bank account, even though small, pay bills promptly, avoid all truck propositions, and prove by square dealing that the paper and its editor are reliable.

Having inspired the feeling that the paper is upon a permanent basis, and is not of the fly-away-by-night kind, subscribers, of almost necessity, continue adding their names to the list, providing, of course, that the paper publishes all local news in a clean, attractive, and readable manner, giving local manufactures, industries, churches, schools, societies, etc., etc., the attention which they merit. Have the paper neatly printed, and occasionally issue special numbers, taking up the pioneer and historical matters of the country. Exert every effort to make the paper the best and rest not satisfied simply in issuing the paper every week. See to it that every issue of that paper has at least one special article, and more, if possible, thereby keeping the readers expectant and anxious for the next number. Have the paper an authority, so that it will be quoted, not only in local exchanges, but by the people at home. Having attained this standing, a solicitor may be sent out with profit, as the reputation of the paper has preceded him, and the people for miles around have already heard it talked about. They know that if they subscribe for it they will get it, that its market reports are reliable, and that it will always be on time. If possible, secure a solicitor who is a good newspaper man, and have him, in addition to securing subscribers, plan to hold them and secure others by arranging for a local correspondent in each township or school district, who can be depended upon to send in the news from that particular locality each week. Regular and permanent correspondence secures prompt-paying and permanent subscribers.

Having secured a representative list of subscribers, there is but one way to retain them, that is by keeping in mind such precepts as:

- Be impartial.
- Be honest.
- Be liberal.
- Be a leader, not a follower.
- Treat every question fairly.
- Avoid bickerings.
- Don't get scooped.
- Publish all the news.
- Keep up with the times.
- Stand by right and justice.
- Oppose immorality.
- Use discretion and common sense.
- Set the standard high, and strive to attain it.

NOTE.—For further articles pertaining to this department this month see proceedings of National Editorial Association in this issue.



NEWS PAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.



OUR copies of the Rushville (Ill.) Times and an interesting letter from the local editor have arrived at this office. The letter is printed in full, in the hope that the information contained therein may be of value to the readers of the department of Newspaper Comparison and Criticism. Here it is:

Rushville, Ill., March 3, 1900.

Editor Criticism Department.

Dear Sir:—I am sending you by to-day's mail four copies of the Rushville Times for criticism. A year ago I sent in several numbers, and the only criticism made was on the double-head. This feature was original with the Times, and was adopted in the early eighties. It has proved so good a thing that a score of papers in Central Illinois have adopted it. By its use papers for town circulation can be folded local side out, and the others with the "inside" on the outside. Thus we are enabled to give baking-powder firms, who pay local ad rate, the position they require without spoiling our local news page, where a display ad is never seen.

Another suggestion you made I adopted. I had been making pen and ink cartoons and having zinc cuts made at a cost of from \$1.00 to \$2.00. By an ad in the National Printer-Journalist I was led to correspond with the Hoke Chalk Plate Company of St. Louis, and now make all my cartoons in the office by this process at a cost of 25 cents.

A "Carrier's Address of 1836," republished in the December 14 issue of the Times sent you, is evidence that Rushville has a newspaper history of some seventy-five years.

HOWARD F. DYSON, Local Editor.

Offering suggestions for adoption is what this department is for, and it is always gratifying to know that somebody has gained by reading these columns. I remember about the double-head criticism at the time, and now see the point. There is a marked improvement in the cartoons referred to; the one in the issue of December 14, 1899, is the best; take a little more time to the drawings, filling in the detail carefully; try to make the cartoons as good as possible—speed will come later. The Times is a good paper, and gives small opportunity for criticism.

* * *

The Prison Mirror, Stillwater, Minn., seems to have troubles in regard to delinquent subscribers; I don't know exactly how, but here is an editorial cut from a recent edition of that paper:

THE DELINQUENT SUBSCRIBER.

Ever since the great genius Gutenberg made the much-talked-of discovery of printing type, that human hyena, known from the sun-kissed billows of Manila Bay to Greenland's icy mountains as the delinquent subscriber, has existed. The printer has been pestered and had his profits punctured by these ghouls.

Their origin is unknown, but they must have received a generous measure of the mysterious miasma of paganism, as there are no authentic records to show that these pee-wee pirates have been granted letters of marque in order to hover around the humble but erstwhile honest printer, like chinchbugs camping alongside of a dirty highway waiting for the wheat to wiggle its way upward.

These ghoulish, graveyard-haunted gentlemen (God save the mark) get on the printer's subscription books in about the same stealthy and stately manner that a fly displays in mounting a horse's back, after its tail has been tied in a knot.

We suppose that these despised and honor-denuded, gallows-intended individuals will cast their dark, dago-like shadow across the printer's horizon as long as man will be unable to dispense with a keyhole in the front door of his castle.

* * *

The third annual edition of the Stanley (Wis.) Republican was very creditable. The illustration consisted chiefly of halftones. "Stanley's Choicest Product"—a halftone measuring 9¾x15¼ inches—showing thirty nice baby pictures, would have been very fine if the presswork had been perfect, but it is no easy matter to print so large a halftone perfectly, even with the best of presses, and I don't know how Mr. Bridgman is situated in this particular. This might be a good opportunity to state that letters in regard to what press to use for best producing a country paper will be gladly printed. Also as to folders. Constant changes are being made in the press rooms, and experience thus gained would no doubt prove of general interest if sent in for publication. For instance, when power is necessary,

and what kind of power to use; which is the best and most economical press for a four, six, or eight-page paper, daily or weekly. The care of rollers is also very important. Letters on any of these subjects will be gladly printed if addressed to this department.

* * *

The Democrat-Message, Mount Sterling, Ill., comes out on Wednesdays with four pages and on Saturdays with eight pages, the price being \$1 a year. It is nicely made up and well printed. The words "Wednesday Edition" and "Saturday Edition," which appear in the center of the first page over the head, should be set in smaller type, and placed over to right hand side of the page; it would then show at a glance which edition it was when the paper was folded, which is not the case now. I see 18-point De Vinne in the ads; this type would do very well. The display heads on the first page of the Wednesday edition should be set larger and spaced more. I would be pleased to note these changes at an early date.

* * *

Farm and Factory, Binghamton, N. Y., in a recent editorial, said:

No newspaper was ever published that pleased all its readers all the time. Such a paper is a physical and intellectual impossibility. No two persons think exactly alike on all subjects, and what pleases one will displease another. The best that any paper can do is to print what it believes to be right. A good many papers do not do this, but publish what is popular even though the editor knows it to be wrong. Farm and Factory is not conducted on that principle. We know that some of the ideas we advocate are thought to be wrong by the majority of our readers, but we think they are right. If they are not we shall be pleased to learn that fact, and at any time any reader differs with us they will do us a favor by giving us their ideas. We are all liable to be mistaken, and any person who is honest ought to be willing to learn the truth.

This has often been said before, but it is a good thing to print many times such declarations.

* * *

Editor Ewing Herbert recently devoted the front page of the Brown County (Kan.) World to an article on the newspaper business, and among others things said:

Those newspaper men who are printing papers which are unappreciated ought to pull out and leave Shacktown.

No honest, capable newspaper man can afford to waste his life in trying to help build a town which does not appreciate or second his efforts.

We can only pity the good newspapers that have no patronage. The bad newspapers are not entitled to either patronage or pity. The sooner they perish the better it will be for the town in which they exist.

But every town can afford to patronize from one to two papers. And every merchant and every professional man should give them his loyal support. Not only because it will pay him to do so in many, many ways, but because the very existence of town life centers around the newspapers.

Wherever there are poor newspapers there is a poor town.

Well, I guess Mr. Herbert is about right.

* * *

John W. Spaight, editor and publisher of the Fishkill (N. Y.) Standard, entered upon the thirty-ninth year of his connection with the paper on February 10. There are few editors and publishers who have a record covering so many years continuously on one paper.

* * *

The San Francisco Tageblatt is a well-printed German paper of eight pages and eight columns to the page. I regret that I am not a German scholar, for I am sure I could find something of interest in its pages to read.

* * *

The screen used on the halftones of the Agriculturist, Minneapolis, is too fine for the kind of paper on which they are printed.

* * *

The Nortonville (Kan.) News of February 16 devoted a page to the newspaper women of Kansas, and stated that

there are over a hundred women employed in newspaper work as editors, reporters and publishers in that State.

* * *

It is always a pleasure to look over the Kent News, Chestertown, Md., it is so clean and nicely printed.

* * *

The Svenska Amerikanska Posten, published at Minneapolis, claims to be the largest in size and circulation of any Scandinavian paper printed in America.

* * *

The Arlington (Wash.) Enterprise promised to change to an eight-page, five-column paper recently, and I would be pleased to see a copy and note the improvement.

* * *

From the Butler County Democrat Company, of Hamilton, Ohio, comes a small booklet and the following letter:

Hamilton, Ohio, February 22, 1900.

Editor National Printer-Journalist.

Dear Sir:—The little booklet enclosed herewith was issued by this office about a year ago for the purpose of soliciting foreign advertising by mail. We have found it very effective, possibly on account of there being no similar book (until here recently when a contemporary of ours issued one) used for that purpose. If you care to comment on same in your publication, and will mail us a copy we shall be glad. Thanking you for the courtesy, which we feel sure you will grant, we remain,

Fraternally yours,
THE BUTLER COUNTY DEMOCRAT CO.

The booklet consists of zinc reproductions of a number of letters from local advertisers showing the value of the

perfection of a paper than those who have charge of your criticism department, yet the copy of the Humphrey Democrat, which I am sending with this, ought to be entitled to as much consideration as some of the Illinois weekly papers. The first page of our paper is not in any way intended as a model of beauty or artistic genius, but it serves to show that even in Nebraska the newspapers, the Democrat at least, believe in a plain way of doing business without the frills and embellishments that make so many papers frequently visit the waste basket. With fraternal regards,

Yours truly,

L. A. EWING.

The reproductions given at different times in the pages of the National Printer-Journalist are generally selected for the purpose of showing some special feature or new idea for the purpose of helping the readers whenever it is possible. A reproduction of the Humphrey Democrat is given herewith, and the writer fully agrees with Mr. Ewing when he says the first page "is not in any way intended as a model of beauty or artistic genius." The words under the date line, "Don't Be Woozy and Make New Resolutions," is anything but dignified. However, the reproduction is shown for the purpose of allowing all the interested readers of this department an opportunity to judge for themselves as to the merits of the make-up of the Democrat, a copy of which will always be welcome at this office. With fraternal regards to Mr. Ewing for his candid letter.

* * *

The Daily Alaskan, from Skagway, had sixteen pages for the New Year Edition, all well printed and illustrated with halftones. It seems to be remarkable when it is considered that only a few years ago Alaska was thought to be one vast field of snow and ice, where no human being

The Humphrey Democrat.

VOL. XIII, No. 46.

HUMPHREY, PLATTE CO., NEB., FRIDAY, DECEMBER 27, 1899.

\$1.00 A YEAR.

Don't be Woozy and Make new Resolutions: Just change the Date on The one you Made January 1, 1899.

Let Us Forget We say it O'er: I Resolve to Patronize Humphrey Business Institutions as Exclusively as Possible During the Year 1899.

Santa Claus at Grim's Ranch A Story for Christmas. "A THOUSAND pardons, but could the senior the change give for two gold pieces of twenty dollars?" John Wells jerked his newly-urged horses to a standstill and glared his annoyance at the heavily-bearded Mexican who, with doffed sombrero, had suddenly confronted him at a point where the Menardville road extricated itself from the scattered juncos of Fort McKavett and headed out for the open prairie. It was early morning of the 25th of December, 1899. Wells had freshly risen from an unappetizing and indigestible breakfast of grease-sodden tortillas and rancid bacon; had quarreled with the hotel keeper over his extortionate charges for the last night's lodging; was hungry; angry with the sharp sleet that came drifting against his face from the northeast; angry with the "infernal luck" that doomed him to wander over the wild prairies of southwestern Texas as the rest of mankind were happily at home for the holiday festivities. Ident of the morning hung over him during the entire day. Without making his usual noonday halt, he drove steadily on, occasionally glancing back over the dim trail, in momentary expectation of finding himself pursued. However evening came without anything having transpired to increase his alarm, and an hour before darkness closed down upon the bleak plains he drew rein before the door of a lone ranch and, without the useless preliminary of applying for accommodations, began driving his tired horses of the harness. As he unhooked the tug of the off horse a towheaded urchin of eight or nine years came stooping up from the rear by corral, crouched in the buggy seat and drew the blankets over his head until only his boyish face and sparkling eyes were visible. "What's your name mister?" he asked, with childlike directness. "Jack Wells. What's yours?" "Hank Grim. I'm only little Hank." "Is my gran' and he call	THE NEW YEAR. L. A. EWING is Omaha's Sen. EACH year, in speeding onward to its end Makes life a tablet, which we must all leave. Let us endeavor now it so to spend, That from our lives the world may good receive. Each year, behold! the magic of Death's wand Exerts its power; and we must all obey— We leave this life to enter one beyond: Behind us leave we deeds that live for aye. Then, when in Death's embrace we have resigned All claims to fortune, glory and to fame, This monument let each one leave behind: In life, in deed, he earned an honored name. Some time afterwards however, he was aroused again; and this time so thoroughly that he heard and understood the words that awoke him. They evidently came from the "living room" into which his apartment opened, and were uttered as the top of Little Hank's childish treble. "That now, Santa Claus. I've got you this time, and either that winch or I down your meat-hov the Mexican goat-herder who had trailed Wells all the way from McKavett, had come directly to his death. He lay, prostrate the window, as he had fallen when the bulk of two loads of buckshot had struck him, and when Little Hank gazed into his dead face, its pallor more ghastly still in the lamp-light, he screamed and staggered back, covering his eyes with trembling hands. "I don't want to be a soldier," he cried, "I want to kill an	...ONE NEW YEAR'S EVE... By Manda L. Crocker. THE swish of a blue dress, a faint breath of violets, as in passing and he felt rather than saw Marie Summerfield go by. Standing a little apart from the knots of merry young people thronging the pleasant rooms, he was conscious of a thread of pain running through the last night of the old year, touching only Miss Summerfield and himself. Bye, I mean Leigh Reyburn, the owner of the old-fashioned, low-roofed grange beneath whose roof the young people of Gladbrook had gathered to keep a merry watchnight. With music and laughter and gay repartee they meant to dance a welcome to the joyous New Year without much thought for the staid old twelve-month which had served them so faithfully. But Leigh mowed uneasily, sending imploring glances after the blue gown, all to no purpose. Marie was absorbed with the fascinating company of Maurice Davenport, and was smiling her sweetest—and Marie could smile divinely—and entertaining him admirably. Leigh was thinking hard, and it seemed, uncharitably. Had Reyburn been in just the state of mind he intended, half-way between nervous, glad excitement stealing over him, like the coming of a new day. A ten-minute's walk brought him to the station. "Going away for the New Year?" queried the agent, pleasantly handing Reyburn the required pasteboard. "A little way," he replied, absently, pulling on his gloves. Scarcely had he settled himself in the outward-bound train than Joe Antrim thumped him on the shoulder and sang out: "Hallo! going away on a blow-out, I suppose? Well, so am I. Some are going away, and some are coming home." In the awkward silence which followed to read Reyburn's thoughts, for without looking further for reply he began again: "Miss Summerfield is coming to-night, they say; and they say, too, that she is bringing her best fellow with her. Gladbrook looks for a wedding at the Summerfield home tomorrow. But, of course, I don't know; it is only gossip, maybe." Having thus delivered himself Joe Antrim, without waiting for reply, betook himself to the smoker, leaving Reyburn in just the state of mind he intended, half-way between
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paper as an advertising medium. Along the bottom of each page, printed in red ink, is a short notice by the publisher telling what the firm is and the amount of advertising used in a year. As stated in the letter, the booklet was issued for the purpose of soliciting foreign advertising, and proved very effective. It looks well and is convincing.

* * *

Another interesting letter, from Nebraska, is given herewith:

Humphrey, Neb., February 12, 1900.

Editor National Printer-Journalist.

Dear Sir:—I note that your valued paper contains a number of reproductions of holiday editions of country newspapers throughout the country, and it occurred to me that some of the reproductions were not in keeping with the items of credit and praise given them. I do not assume that I am better qualified to judge the mechanical

could long exist. Now a daily paper from there, containing ads of "Exclusive Men's Furnishers" and "Ladies' Golf Capes" reaches this office.

* * *

The ad composition of the El Reno (Okla.) Democrat is a long way above the average. It is a very neat paper every way.

* * *

The Lawrence (Mich.) Times would look better and cleaner if the type was well washed.

* * *

The Superior (Neb.) Journal is well made up, but the presswork could be improved. One electro is so high that it bears off the impression almost entirely on a headed

article on page four of the issue of February 8. It is an easy matter to rub down an electro a little on emery or sandpaper.

* * *

Many papers now use the plain Linotype caps for headings of small items. It saves time, and they always look clean.

* * *

On Thursday, February 22, the Tropical Sun, West Palm Beach, Fla., began the fourteenth year of its career.

* * *

There is a marked improvement in the appearance of the Mulhall (Okla.) Enterprise. The color of the paper used is much better. Keep it up, Mr. Woosley. You must have noted the Criticism Department for March.

* * *

A neat family paper is the Grant County Witness of Platteville, Wis., of which Mr. M. P. Rindlaub is editor and proprietor. There is a little too much ornamentation in the ad display, and the pointing fists at the beginning of paragraphs does not help the appearance. However, the paper is dignified and has a substantial appearance.

* * *

This is from the Hoquiam (Wash.) Washingtonian of March 1:

With this issue the Washingtonian begins again an "all-home-print" paper, of six pages. A home-print paper is the ideal paper, and we hope business in Hoquiam will be such that a patent will not be needed again. The extra pages will give us plenty of room to make a better advertising display, and we hope our progressive merchants will see their way clear to increase their advertising space, especially in opening of spring trade.

* * *

No criticism is required on the Bloomfield (Ind.) News. It is just about as nice and clean as it can be. Make-up, presswork and arrangement are excellent. The liberty is taken of cutting the following paragraph from the issue of March 9:

There are many places not regularly represented in the News correspondence columns. We would like to hear from all our correspondents and every locality each week. Please let your items be a weekly letter of all true events and regarding everybody, whether they are your special friends or not. Many people and happenings in each locality are never mentioned because the correspondents have some personal dislike, but this should not be. Be liberal, look at the rosy side and mail items early each week.

Personal items cut such a large figure in local papers that the above may be worth making a note of.

THE TRADE JOURNAL HELD IN HIGH ESTEEM.

Too few advertisers realize trade papers' importance. The trade journal is the business guide of the men engaged in the line of trade of which it is the representative. It is held in highest esteem, and instead of finding its way to the waste basket it is preserved carefully. By placing an ad in a medium of that sort you are putting your proposition directly to possible customers and not merely people, as would be the case were you to place it in newspapers and magazines.—Dairy Report.

* * *

A well-known business man in Chicago has this to say about advertising: "I must advertise if I would get results from the men on the road. Before I advertised, my travelers, on entering an office, would be told: 'We are not acquainted with your firm,' and in many cases found they could not secure an order, which would be given to a competitor before their eyes. As soon as I began to advertise I had a different experience. My men found it was equivalent to a letter of introduction from a mutual friend. 'Oh, yes, we have noted your advertisement, and feel acquainted with your house.' In this influence alone our advertising pays, whether we get direct orders from it or not."—Business.

EVERYBODY ENJOYS EVERY PAGE.

East Hartford, Conn., March 10, 1900.

Mr. B. B. Herbert.

My Dear Sir: Please enclosed find check No. 400, to pay in full to the only reliable and valuable journal published for the profession. Every member of the office down to the devil enjoys every page, and especially the March number. I remain
Yours truly,
H. B. Hale.

PRACTICAL CO-OPERATION.

An Interesting Letter from Michigan on an Important Subject

Battle Creek, Mich., March 8, 1900.

B. B. Herbert, Chicago, Ill.

I NOTICE in your March number of the Printer-Journalist the Questions, Nos. 24 and 25, asked at the Kansas Press Association meeting, as follows: "Would it be profitable for our Association to manufacture its own ready-print and plate service?"

In response to the inquiry, possibly the experience of our Michigan Association would be of some value to our Kansas brethren.

A little over two years ago, the publishers of the interior dailies of Michigan formed a practical co-operative association, called the Michigan Associated Dailies, for the purpose of supplying themselves with a 500-word daily telegraph report, and the manufacture of daily news plates, and miscellaneous plates, for its members. Every publisher agreed to use the service for one year to guarantee its establishment. So successful was the experiment, that the number has more than doubled, and we have now thirty-three daily newspapers and eighty weekly papers, as members of our Association.

We issue a 500-word wire service at a cost of one-eighth of a cent per word for day messages and one sixteenth of a cent per word for night messages. We also issue six columns of daily telegraph news plates at a cost of \$6.00 per week to each member. We also manufacture twelve pages of miscellany, consisting of continued stories, illustrated pages, short stories, sermons, and all kinds of ordinary plates issued by news-plate associations, at a cost of 50 cents per page.

At these low prices, which is just half what we formerly paid to the trust, we have been enabled from our profits to purchase \$1,000 worth of new stereotype machinery, and improve our service in other ways. All this has been accomplished, despite the intense competition from the trust, who have even offered to sell pages of miscellany, for which they formerly charged \$2.00 to our members, for 30 and 40 cents, if they would agree not to patronize us for one year. Their intention was so plain that none of our members were deceived, as they well knew that in case the trust succeeded in starving us out, they would soon return the prices to the old standard.

We also maintain an advertising and purchasing bureau for our members, and are enabled to buy paper and other necessities at greatly reduced prices by combining our orders.

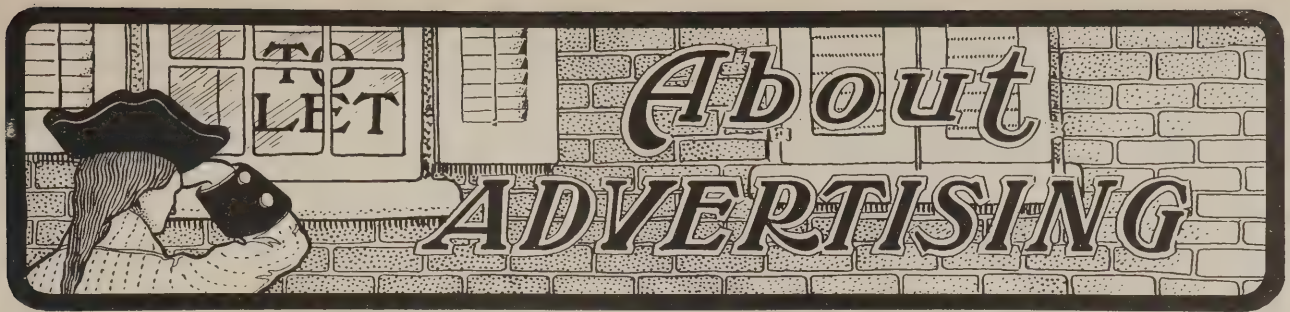
Several other States have followed our example the past year in organizing similar associations, and it is the intention to have them meet next September in Chicago, and organize into a National Association for the exchange of telegraph news and other matter.

Every Association which has followed along our lines has been successful, and there is no reason why the Kansas publishers can not do equally as well. All that is necessary is that they will agree to stand by each other for one year to test the experiment, and not allow any cutting of the trust to interfere with such determination, then secure a good practical newspaper man to edit the plate matter, and transact the other business of the Association, at some central point, for the obtaining of news and easy shipment by express to all members. Put in a suitable stereotype plant, or arrange with one already established, which is the easier and cheaper way, and such a business can be easily established, with very little money. It simply needs the co-operation of those who enter into it. You will thus be enabled to get your plates and ready-print at about half the price now charged by the trust, and plates can be produced so cheaply for its members that they can print their paper all at home much cheaper than they can buy ready-print, and also retain all the foreign advertising, which the ready-print houses now secure on the patent insides.

I have outlined the plans very briefly for the benefit of our brethren as gained by our experience. If any of the States are sufficiently interested to organize such an association, I shall be only too glad to furnish them with any information in regard to the same. Yours very truly,

Martin E. Brown,

Secretary of Michigan Associated Dailies.



By CHARLES AUSTIN BATES, New York.

Communications to this Department are solicited. Questions will be answered and criticism made on advertising matters.

WHERE there is one man who fails in business through audacity, there are ten who fail in business through timidity and over-caution. I know this to be a fact.

* * * *

I have done a great deal of proprietary medicine advertising, consequently I have become familiar with most of the problems that confront the proprietary medicine advertiser. I have also become familiar with their methods. I noticed among other things that one of their strongest cards was their symptom blanks; blanks that put questions to people about how they felt in this way and that way. Upon receipt of these blanks with the proper answers, any proprietary concerns gave free advice to their correspondents. Now, it struck me that this style of a blank would be advantageous in my business as an advertising expert. I got up a series of blanks. The questions were of a nature that would bring out the vital points and show me the perplexing problems in pretty near any business.

I advertised these blanks and offered to write a letter of advice and give a plan of advertising to firms or business men who would fill out the answers to my questions.

A great many—I do not know exactly how many—but a very great many business men have filled out these blanks and paid me for letters of advice.

* * * *

At the outset I said that more men failed in business through timidity than through audacity. That statement was based upon the information contained in the answers of business men to the questions in my blank. I find scattered all over the country retailers in minor cities, who are carrying, for instance, \$60,000 worth of stock and doing only \$30,000 worth of business. In a little larger cities, I find men who are carrying \$150,000 worth of stock and doing only seventy or eighty thousand dollars' worth of business. Of course, I mean annually.

* * * *

Nine out of ten minor city retailers who apply to me for advice are in this position. They don't seem to comprehend where the trouble is, or what it is. They know that their competitor across the street is carrying an even smaller stock, but doing a larger business. They seem to imagine because they carry a larger stock than their competitor that they should do a larger business.

* * * *

A careful consideration of their answers shows that they give very little consideration to advertising. A man who is doing \$50,000 worth of business and carrying \$60,000 worth of stock states very calmly that he is spending only 2 per cent for advertising. He admits that his more successful competitor across the street is spending more, but thinks he is a chump for doing so. He can't see his own weak spot. He recognizes that a great deal of his stock is getting dead on his shelves, but he doesn't seem to know how to avoid this.

* * * *

The man who does only \$30,000 worth of business on a \$60,000 stock can see his finish if he is at all shrewd. He is piling up dead stock every day and every hour and every minute. There is only one possible solution of this problem. That is—more advertising. It doesn't make any difference how much he is spending now—whether it is 2 per cent or 3 per cent or 4 per cent—he has got to do one of two things. He has either got to cut down his stock tremendously or increase his advertising. If he doesn't do one

or the other, he is bound to be a bankrupt within a very short time. There is no money in dead stock on the shelves of a store. Better give it away for half-price than keep it there.

And take my word for it—a retailer can't even give away dead stock without advertising.

* * * *

The theory of the bargain is this:

The retailer sells certain lines at low prices without profit, if necessary, to bring people to the store. The people buy the bargains and they will buy other things that are being sold at the regular margin of profit, and in that way the retailer gets his money back and a little bit more. Or, they will find the thing advertised not just what they wanted and will take something better at a higher price. That nets the retailer a greater profit. This is all perfectly fair and legitimate.

* * * *

The best lines to use for bargains are the slow selling ones, or those that are going out of season, or that will depreciate in value, or that have become damaged or shop-worn. The retailer should be frank with his reasons; tell the truth about the goods and the prices. Have a bargain counter. Use the bargain counter judiciously and clean up stocks, thus preventing accumulation which will eat up all profits.

* * * *

When staple articles are used as bargains, they are to be sold as such for a definite time, or a definite number of yards are thus sold. Advertise the facts distinctly and live up to statements. Then there can be no trouble about putting the goods back into the regular stock.

ADVERTISATORIAL.

In advertising, it is not how much you do, but how well you do it.—The Advisor.

* * *

The same old faces for years and new ones every year—that's the test that tells whether ads are good.—Printers' Ink.

* * *

The man who puts his advertisement in a daily paper takes the surest and most economical way of giving publicity to his desires.—Bangor (Me.) News.

* * *

The publisher who is not willing to offer an advertiser convincing proof of circulation may be passed by as having no such proof to offer.—Reliable Poultry Journal.

* * *

A plan of advertising that has succeeded will be found to have general points, which would help win business any place and under almost any circumstances.—Advertising World.

* * *

A newspaper ad is the merchant's best salesman. Dress it neatly, put a bright face on it, make it speak truthful, cheery words and it cannot fail to bring trade.—The Advertiser.

* * *

An advertisement is something like a mechanic's tool. You would not expect a dull saw to do good work, nor to bore a clean hole with a broken auger. A dull pick makes slow work, a plow that does not scour turns up little soil; so a meaningless, unattractive advertisement does injustice

to your store, to your ability as a business man, narrows your sphere of business, and is unprofitable.—D. T. Mallet.

* * *

The arguments that are used by salespeople in the store and prove convincing, will be equally so if employed in the newspaper advertisement.—Muscatine (Ia.) Journal.

* * *

One unreasonable claim in a business announcement will cast suspicion upon all other claims in the same advertisement, no matter how fair and reasonable these may be.—Printers' Ink.

* * *

The satisfied man doesn't advertise. The man who wants that which he has not, or has that which he does not want, lets the world know it—advertises—in one way or another.—Business Problems.

* * *

It is a poor paper that can not make circulation claims and promise results to the advertiser; but it is quite another proposition to support the claims with facts that the advertiser can prove up himself.—Machinery.

* * *

The grocer's advertisement that suggests tempting edibles to the regular customers will find that the business is largely increased among those regular customers without any increase of customers at all.—Butte Miner.

* * *

There never was a time when the strength of newspapers as advertising mediums was so apparent as it is at the present day. Advertisers are using them to a greater extent than ever before. Within the last few months business that once appeared exclusively in the magazines has begun to appear in the daily press also, while the trend of events seems to be toward including the latter in every advertising campaign of any pretensions whatever.—Indianapolis (Ind.) Sentinel.

* * *

The principal reason why country merchants fail to advertise profitably is that in their advertisements they do not talk specifically about the article they want to sell nor do they give prices. They must learn the Wanamaker system. If the reader is at all interested in an article he wants to know its good points. If these are favorable he wants to know the price. If this is satisfactory he becomes a buyer and the advertisement has served both seller and buyer. If no misrepresentation has been made the sale of this article may have created a steady customer, the profit on whose trade may become large enough to pay for the advertising necessary to secure one hundred more customers like him.—Making a Country Newspaper.

* * *

Ewing Herbert, editor of the Hiawatha (Kan.) Brown County World, in an article on advertising in Newspaperdom, says:

"One advertiser, who began by using six inches double, changing each issue, and always quoting prices, twice last year occupied two entire pages. He started in business about five years ago almost without a penny, and was not at the beginning a full-fledged convert to the value of advertising. I feared he would not give publicity a fair trial, but I had the satisfaction of seeing him use all the space he could furnish copy for, and also saw his store filled with more people than his twenty-five clerks could wait on—and all this in a small store in a country town of 3,500 people. Not long ago this advertiser sold out, with a gain of \$20,000. He admitted he owes his success to liberal and judicious advertising."

The evolution of advertising as an art has developed, within the past few years, a greater tendency towards reliability and truthfulness, and while the day of the sham and fake advertisement has not passed, yet such methods have become well-nigh obsolete. There is no doubt that not long since a great deal of advertising was characterized by brag and bluster, and consequently failed to gain the confidence of the public in the same degree as the present system has. Nowadays, it is the exception, rather than the rule, to find misstatements in advertisements, and in fact some States have made it a misdemeanor for an advertiser to falsify the merits of an advertised article. Unquestionably, such a law is proper. It protects honest, competing merchants and prospective purchasers, and makes reliability the cornerstone for all successful advertising.—New England Editor.

IMPROVEMENT IN COLOR HALFTONES.

WHEN speaking last month of improvements in halftone work we had special reference to color work. Ordinary halftones as now made from all sorts and conditions of subjects are perhaps best handled as at present, the wet plate and screen lending themselves to alterations which may be, and often are, improvements on the original. Especially is this the case in a poor and flat original.

But when you come to color, the whole question becomes entirely different. It is not shade you want in black and white, but color, pure color, and the question is, is the present method the best means of getting that true and simple coloring?

Do we get, by the number of operations gone through, anything like a correct result, except by a great deal of trouble and re-etching? You have first to take the original negative from the colored picture, and as is well known by all photographers, you cannot even get them absolutely correct with present knowledge.

The second step is the transparencies from the three negatives. This readily lends itself to changes which are not improvements, for in color a change can be no improvement if a faithful copy of the original is required.

Then comes the halftone negative, and if, as we said before, that it is impossible to get the original negatives correct, what must it be by the time you have reached this point?

The good work done throughout the country is willingly granted, and some of it is surprising, but the makers know just as well as the writer does what trouble there has been to get there.

Then the etching and printing which, of course, must be considered in any process.

One great drawback to photoengravers who try color work is their very natural ignorance in color and what certain combinations of colors will do, and this fact makes it surprising that more lithographers have not gone into three-color work, but the fact of their not going in for it may be ascribed to the long process necessary before it reaches the stone.

If some easy method can be invented which will give a transfer somewhat nearer the original than present methods are capable of, then photoengravers must look to their laurels, for what between rotary presses and a greater knowledge of color among the lithographers they will lose what color business they already worked hard for.

A process of color work which can be printed from the original color negatives, and which can be used to transfer to stone, has a great field of usefulness before it, and the simplest means of reaching such a process is by an irregular grain.

Many is the attempt that has been made to reach a good practical process. The grain process is the oldest of all the processes, as instanced by the photogravure, an altogether different affair from photogelatine or coleotype print.

I don't know whether any of our readers remember to have seen in the Russian section at the World's Fair several colored photogravures. These were made by the three-color process, and without doubt were the finest things in that line that have ever been printed. Of course, they had the full benefit of all the talent of the Russian Imperial printing and photographing departments, but they showed conclusively the possibilities of grain in connection with color, and the advantage of the closeness to the original.

Some months ago I saw, in the pages of a contemporary, illustrations in black and white made with an irregular grain, and though by no means as good as they might have been they showed what could be done when the firm took up color work. Since then I have seen some of the color work done by the Lithotone Co., of Chicago, which is the nearest approach to the Russian work before mentioned that I have ever seen.

It is printed in irregular grain from the original negatives and thus gives a closeness to the picture which is apparent in every point.

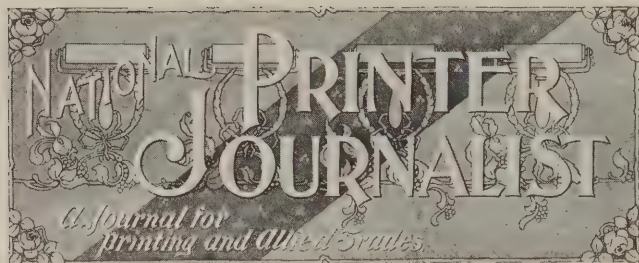
It is not only a question of grain which lends itself to all the modulations of color, but the fact that so few operations are necessary.

It seems to us that it is now only a matter of time before we get proper inks, and then be able with comparative ease to turn out color prints identical with the original. The process is now up to the inkmaker.



SCENES EN ROUTE AND IN NEW ORLEANS.

1.—Awaiting the coming of Rex parade. 2.—Sam Sloan, President of the Iowa Press Association, amusing editors with cakewalk on steamer Thorne. 3.—Editors waiting for steamer Thorne on levee at New Orleans. 4.—Entrance to United States cemetery at Vicksburg. 5.—Gen. Stephen D. Lee (on the left), who commanded the center of Pemberton's army at Vicksburg, telling how the battle was fought and lost. 6.—Vessels escorting King Rex on yacht Galveston. 7.—Street scene, Mardi Gras day, New Orleans.



Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY.

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

*Business Office and Editorial Rooms, 400 Caxton Building,
334 Dearborn Street, Chicago, Ill.*

SUBSCRIPTION PRICE, \$2 PER YEAR.

In England, 10s. 6d.

May be obtained in England from the International News Company,
Brems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep this monthly on sale regularly.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - APRIL, 1900.

The fact still remains that a newspaper is the gatherer and distributor of news, and news is made up of the doings of mankind and all occurrences that interest, concern or instruct and entertain members of this great human family.

* * *

Churches advertised in newspapers, newspaper reading rooms in churches, and newspapers in schools and colleges are indications that those who are seeking after goodness and knowledge, taught through a living record of human events and endeavors, are coming more and more to prize the free, outspoken American press, which has been rightly called "the epitome of contemporaneous history, the concentrated news of the universe, each paper the handiwork of a thousand men." As the conveyor of more facts, more truths, more messages, more information than any other, it is the greatest teacher of the age.

* * *

With the somewhat extended article on the advanced price in paper published in the February issue of the National Printer-Journalist and the exhaustive discussion at the convention of the National Editorial Association reported in this issue, it is not deemed necessary, at present, to treat the subject further in this department except to say that the advance in price is evidently largely due to economic causes, so that there is no politics involved in the question.

* * *

A number of leading, active and successful churches in several cities of the nation have decided to use advertising space in newspapers to increase the attendance upon public worship and to advance the cause of religion. Why should they not? Religion, pure and undefiled, is certainly good, and if the churches have the means of dispensing or promoting it, why should they not advertise the fact? Religion is for mankind, just as is flour or clothing, and possibly is more essential. It costs the newspaper just as much to advertise

churches, in proportion to the space occupied, as it does to advertise any other necessity, and why should the publisher bear the expense, in addition to his regular contributions, any more than any other members. This recognition of the newspapers by the churches shows a getting together of two of the great moral and educative agencies of the age.

* * *

Rabbi Samuel Marks of Los Angeles, Calif., said in a recent discourse that the work of the newspaper "is that of a missionary in bringing all mankind into a closer brotherhood." The members of the National Editorial Association who have just returned from the warm welcome extended by southern states will be able to appreciate this statement to its fullest extent. The friendly but vigorous rivalry shown by cities and states in their persistent efforts to secure the next convention of the Association was another expressive lesson as to how highly the modern newspaper press is esteemed as a missionary for good and the promotion of "a closer brotherhood."

* * *

Indiana, Wisconsin, Ohio and New York, with the cities of Indianapolis, Milwaukee, Cleveland and Buffalo as the objective points, contested most ably at New Orleans for the meeting of the National Editorial Association in 1901. New York with its Pan-American Exposition and its earnest, eloquent representatives in the persons of C. M. Treat, Garry A. Willard and last but not least Past President A. O. Bunnell, won. However, great credit is due the representatives of other states, especially to Past President Holtman and Mrs. Barnes of Indiana, and Treasurer Gibbs of Ohio, for the able and earnest words in behalf of their states and cities. They will not be forgotten and the delegates only wished that they could meet in four or five places at the same time.

* * *

A very good rule for editors as well as for others is to fully and impartially investigate a subject before expressing an opinion thereon. This is most essential to the editorial calling for the reason that printed words cannot be effaced, and retractions or explanations are positively injurious to the standing, influence and business of the paper.

* * *

The newspaper publishers of the United States are not the only ones who have troubles of their own. The president of the Western Canada Press Association at the meeting of that body in Winnipeg, March 1, dwelt upon "the problem created by the great advance in the cost of paper." It is worthy of note, here, that many publishers are solving this problem by advancing the prices of their publications which were too low before the advance in paper. The rises in material and labor are a good and substantial reason for this, and the opportunity afforded should not be neglected.

* * *

Every worthy newspaper man hails with pleasure any attempt at improvement in the morals and usefulness of the press. With the view that newspapers are designed to help to instruct and to improve mankind, it may well be claimed that they should follow in the steps of Him who gave His life as a Teacher, Exemplar and Prophet to the work of uplifting humanity; but when any one undertakes to dogmatically set up rules as those which would have been followed by the Great Teacher, in the conduct of a newspaper, failure might be expected. Creed is a poor foundation on which to publish a newspaper, run a state or conduct a business. By creeds the humble Nazarene was adjudged a blasphemer, a friend of publicans and sinners, and a wine-bibber, and was crucified as a malefactor. By creeds, backed by sentimentality and cant, newspapers have been condemned, as have been many other useful and valuable agencies.

* * *

Rev. Charles M. Sheldon of Topeka, Kan., commencing with March 12, and closing with March 17, undertook to show how to run a newspaper as he thought Christ would. Viewed from the practical or even Bible standpoint, the well-meaning minister came nearer showing how Christ would not have run a newspaper. The Bible and He who came in the fulfillment of

its prophecies, types and ceremonial law never undertook to make men good by silence as to men's crimes or misdeeds, by the promotion of cant, or the stirring up of strife, unrest or hate between the employed and their employers, by calling those who have labor and skill to sell to those who have the aptitude to manage affairs wage-slaves. Christ never condemned just war, through which only the wicked can be subdued and the rights of men and permanent peace be established. Christ never became so illogical as to claim that because abstemiousness or temperance coexisted with certain laws in one community such laws, without a prevailing sentiment that would insure their honest enforcement, would necessarily produce beneficial results in other communities where entirely different conditions, different habits, education, traditions and beliefs as to individual rights, ideas of religion, or duty and as to the means of health and happiness, existed.

* * *

Christ taught individualism, individual responsibility, individual salvation; that while the laborer was worthy of his hire, and service was honorable, the employer had a full right to the control and disposition of that which was his own. He taught that to Caesar must be rendered that which was Caesar's; to the government was due tribute and loyalty, and to the employer faithful service.

* * *

One of the cruelest and most false and disloyal features of Rev. Sheldon's paper appeared in the issue of March 14, depicting a stage scene in which the stage was crowded with dead and dying and the actors in a hotly-contested hand-to-hand battle, while men and women, near the stage, witnessing the spectacle, were overcome with horror and weeping. Underneath was printed a list, transmitted by General Otis, under date of March 12, of casualties in the Philippines. The news item was preceded by the following specimen of maudlin sentimentalism, in the shape of an editorial signed "The Editor": "The following dispatch from General Otis is a stronger comment on the horrors of war than a sermon might be. As a Christian nation, shall we not pray that this war in the Philippines shall be our last?" At one side of the stage above is a figure holding a streamer containing the word "Militarism," at the other side a rotund figure bearing a banner with the device "Commercialism." Such a cartoon would have been more appropriate in depicting any battle of the War of the Revolution or of the war for the preservation of the Union. Yet this slander on heroism, patriotism and self-sacrifice to establish liberty and stable government is given as a sample of the manner in which One, called "Faithful and True," who "in righteousness doth judge and make war" (Rev., 19: 11) and who while on earth declared, "I came not to bring peace but a sword" (Matt., 10: 34), would run a newspaper. This in the face of the records of all history that liberty and free government and true Christianity, which is but another name for the rights and salvation of the people, have been advanced by bloody wars against oppressors, against priestcraft, against ignorance, superstition and their unholy or deluded defenders. On this same first page, which by every newspaper standard, and by the Bible standard as well, should have been given up to a record of the doings of men, their struggles, their victories, their noble deeds and their crimes, with their rewards or blessed results on the one hand, and with their punishment or fearful retribution on the other, a column and a half is given up to misleading statements and fulsome praise of the advance of the Social Democracy of Eugene V. Debs, whose teachings made scores of even Kansas families homeless, and the heads of those families blood-thirsty malcontents or worthless mendicants. Space does not allow further notice of this attempt—sacrilegious, if it had not been so sincere, and surpassing in folly and failure—to run a newspaper on fads instead of news, with the poor excuse that it was to follow in "His steps" who was the friend of sinners and understood all the weaknesses as well as all the aspirations, relations and rights of humanity. It may be permitted to state that, in the careful judgment of those who are capable to judge of present social conditions, should all newspapers

be run on the lines mapped out by Rev. Sheldon and command general belief, the streets of our cities would very soon run with blood, and violence, a disregard of the right of individuals or of property would take the place of a mutual respect and care for the rights and possessions of others, riot and anarchy would displace good citizenship, loyalty and good government.

* * *

Rev. Sheldon did the world splendid service in his book entitled "In His Steps" by showing how the church might be made helpful to mankind instead of being a place for vain repetitions, meaningless and unneeded adulations, self-righteous selfishness, and emotional dissipation, a school of cant, hypocrisy and pride; of narrowness, uncharitableness, censoriousness, backbitings, maudlin sentimentalism, vanity and such, but he utterly failed to show, by example, at least, how a newspaper could be made more useful or successful. The publisher claimed that the paper had increased the contributions to the famine sufferers of India, but secular papers have hundreds of times led in such benefactions and claimed no especial holiness or unusual credit. Editor Sheldon's ideas of making Topeka better by individual virtue and good government are not new to the secular press. His idea of getting denominations together to work for all kinds of goodness and righteousness is something that every secular newspaper, finding its patrons among the members of the different denominations, is ever ready to aid and advance within practical lines. Yet power instead of weakness comes from a rivalry and competition among the churches. Soldiers can not wisely be all united in one regiment. No one leader can direct all the religious activities of even so small a city as Topeka. Another thing in which Rev. Sheldon failed as a newspaper editor was lack of vigor, earnestness and pungency. A comparison might be made between the editorial comments of the Great Teacher on the wrongs of His day and the weak, pointless suggestions of Rev. Sheldon; but we have written much more than we intended and such comparison need not be made here. Rev. Sheldon's attempt revealed one important fact, and that is, that the people are anxious for improvement, for better moral conditions, and no editor need fear loss through making his newspaper purer and more outspoken for all that is of good report, for all that tends to good government, temperance, justice, equal opportunity for all, morality and true righteousness.

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KIND WORDS FOR A BENEFACTOR.

Dear Mr. Herbert:

As our good friend, Doctor D. K. Pearsons, has just given a choice promise to "Lake Forest University," accompanied with such wholesome advice as his wisdom prompts, I hope you will note the facts in your issue of this week. And put in a few extracts from Mr. Thomas Kane's letter in "The Interior." It seems to me that Mr. Kane gives a just tribute to a practical philanthropist and noble man.

Mr. Kane says to Dr. Pearsons: "You seem to have kept a few things always in mind. First, you have not founded any new institutions. You have acted upon the principle that where other men have laid strong and permanent foundations it was wiser to build on them than to waste money laying new foundations where they were not necessary. Second, you have realized the necessity of a constituency already established. You have given due value to the elements of time and long years of usefulness in the formation of a loyal constituency as the strongest evidence of worthiness for help. Third, you have discriminated in favor of institutions which foster self-help on the part of students. Fourth, you have required practical evidence on the part of your beneficiaries that their friends must show their interest by supplementing your gifts. In other words, you have applied the same principle of self-help to the institutions themselves which, in your judgment, they should apply to their students. Fifth, you have in each case established a new cordon of friends and helpers around every school and college you have aided. You have in this way made practical application of the invariable rule that people really care for what they are willing either to work or pay for. Of all the rich men I have ever known you have had the most pleasure, the most genuine enjoyment, out of your wealth. You have had the satisfaction every business man feels in witnessing the growth and prosperity of the educational or other enterprises in which he has invested his capital. Often you have been able to advise in the matter of investments and building. I also congratulate you on your recently expressed intention to devote the remainder of your fortune to the same institutions you have helped in the past. They have proved to you their worthiness, hence you can safely have faith in their future."

Doctor Pearsons always has a kind word for our Lincoln Memorial at Cumberland Gap, which he has already generously aided. May our Father make all his life a happy one.

Very sincerely yours,

O. O. HOWARD,
Maj.-Gen. U. S. Army, Retired.



First Preliminary Meeting.



THE initial meeting of the fifteenth convention of the National Editorial Association was one of the most successful in the history of the organization. The proceedings were given in full in the New Orleans Daily Picayune.

The speakers were Sidney Story, representing the Mayor; Norman Walker, for the New Orleans newspapers; M. J. Sanders, representing the maritime interests; J. Y. Gilmore, for the press of the state; John Dymond, representing the State Agricultural Society, and President R. H. Henry, in response to these addresses of welcome.

John Dymond of the Louisiana Planters and Sugar Manufacturers presided, and those on the platform were, besides himself, President R. H. Henry, General J. Y. Gilmore, M. J. Sanders, Norman Walker and Sidney Story.

The reception committee for the evening consisted of John Dymond, representing the Louisiana Planter; Thomas G. Rapier, representing the Picayune; Page M. Baker, representing the Times-Democrat; Robert Ewing, representing the States; General Cosgrove, representing the Item, and Peter Kiernan, for the Telegram.

In opening the meeting Mr. Dymond said that he welcomed the delegates to the city and its hospitalities, and that the people of New Orleans and Louisiana appreciated having so many thinking and writing people to come to investigate their resources and advantages. He regretted that Governor Foster was unable to be present, owing to sickness in his family. He introduced Hon. Sidney Story as the representative of the Mayor. Mr. Story spoke as follows:

Mr. President and Gentlemen of the National Editorial Association: It is my distinguished honor, in the absence of the mayor, who conveys through me his regrets at not being able to be with you this evening, owing to certain official duties requiring his presence elsewhere, to bid you welcome in the name of the people to our beloved city. It is with a sense of pride and gratification that we realize the growth of your association and the many benefits that have accrued therefrom; for the reason that the movement which gave birth to it was started in the city in 1885, during our cotton centennial exposition.

We are pleased beyond expression in your having chosen this city for this your annual convention, and we feel honored indeed in having as guests within our gates an association representing the brains and intellect of this great republic.

We hope, gentlemen, that your deliberations will be fruitful of great results and that you will carry home with you pleasant souvenirs of your sojourn in our midst.

Whilst we are grateful at all times for complimentary mention of our hospitality, for which our people have ever been noted, and whilst you will entertain your friends at home about the glories of our mid-winter carnival, we are anxious to impress upon you the fact that there are other things of which we are still prouder; and that is that New Orleans is now making leaps forward on the highway of progress and prosperity, and having shaken off the conservatism of the past, is rapidly taking her place among the great municipalities of the world.

Many of you who were here a few years ago must witness the signs of progress visible on every side.

Whilst our advance has not been as rapid as that which marked the marvelous development of the great western cities during the last quarter of a century, yet it has been sure and sound. The last four years have witnessed a great revolution in the public mind. We are moving to that high eminence, political and commercial, which is part of this great nation and by virtue of the great natural advantages we possess, we are sure to attain.

Our great commonwealth of Louisiana, rich in agricultural, mineral and timber resources, and possessing the most beautiful

climate in the world, has never been in a better or more flourishing condition.

The finances of both the state and municipality of Orleans are on as sound a basis as that of any state or city in the nation. There isn't a security of ours, state or municipal, that isn't worth a premium in the market. Our city doesn't owe a dollar but what is provided for, and the rate of taxation, 2 per cent for the city and 7 mills for the state, is low, when you take into consideration that not more than twenty-five years ago the rate was 5 per cent, due, of course, to the chaotic condition of government which followed the close of the civil war.

Our property is very reasonably assessed, only on the basis of two-thirds of its value. It may be a source of interest to you to learn of the advance we are making in municipal progress and sanitation. Gradually the campaign of education in favor of better streets, of improved public service, public buildings, parks and municipal sanitation, is bearing fruit.

Our people, realizing the great needs of the hour and the future greatness and wealth which awaits the metropolis of the South, if we but stretch out our arms, have but recently, by an overwhelming majority at the polls, voted a 2-mill tax upon their property for forty-two years for sewerage, drainage and an improved and abundant water supply. It might not be amiss to state that out of the thousands of property holders in our city only some 400 votes were recorded against the tax.

The action of the people at the polls was ratified by the legislature of the state, called in extra session by his excellency, the governor. A board, known as the water and sewerage board, was created and organized, and the gentlemen composing this board, men of the highest probity and ability, are now at work preparing the plans and specifications for the construction of these great public works.

This 2-mill tax, which is to run to 1942, will enable the city to issue \$16,000,000 of bonds to construct a modern and scientific system of sewerage, to protect our water supply, so as to give every man, woman and child in the community an abundance of pure water for all purposes whatsoever; to complete also our drainage system for carrying off the storm waters, so that, when these three great systems are completed, which will be within the next five years, every inch of ground in the corporate limits of New Orleans will be drained and sewered and the moisture in our soil reduced several feet and our municipal sanitation made perfect.

This will be followed by a system of street paving, inaugurated during the last two years. The old conditions that have prevailed for a century will give place to the new. The stranger returning to our midst to enjoy the carnival will no longer have his sense of sight or smell offended by the hideous-looking gutter. Our old stone streets will give place to a modern and scientific pavement.

It gives me pleasure to state that we have been no less attentive to the improvement of our parks and the creation of new ones. We realize, in a climate like ours especially, where the population lives outdoors more than anywhere else, that parks are a necessity from a hygienic standpoint as well as places of pleasure and recreation for the toiling masses.

The attention of our city officials has been given considerably to the question of garbage cremation, municipal lighting, improved fire and police service.

Our experiments with garbage cremation have been thoroughly successful. But a few years ago the system in vogue here was the reduction system. But that proved such a failure that it has been abandoned. Cremation, we have concluded, is the only scientific and sanitary method of disposing of the city's garbage, and a measure having for its object the erection of crematories in different parts of the city is now under consideration.

Our fire department we can boast of as being one of the most efficient in the country. The management of this branch of the city's service by a legislative board, the members of which are appointed by the mayor and confirmed by the city

council, has been eminently satisfactory. The city has just purchased one of the finest horseless fire engines ever built. Our new fire alarm system, now under construction, when completed will prove the finest system in the United States. The fire alarm wires will be run under ground in the conduits of the wire companies. Apropos of these underground conduits, allow me to say that this work is another evidence of the progress and enterprise of our people.

When the question was first broached it was considered absurd to suppose a conduit system could be constructed in a soil like ours. But nothing is impossible today, when backed by energy and enterprise. The conduits, or underground system, has been under construction for the last year and a half. Hundreds of thousands of dollars have been expended in building the system. In a very few months all the poles and surface wires which stand today as a menace to life and which disfigure the looks of the city will be removed.

Our police department is not what it ought to be, but it will compare favorably with many others.

We venture to say that for the area covered by the city of New Orleans, which is larger than that covered by the city of New York, our municipality can be considered well lighted. The city's lighting is now done by a private company and costs some \$210,000 per annum, or \$127.50 per arc light per annum. This is high as compared to other cities, whose lighting under municipal control is done for \$50 to \$65 per lamp. This system within the next two years will undergo vast improvement. Our contract with the present company expires in 1902 and the municipality proposes to do her own lighting and for the amount of money now paid can double our present lighting capacity. We consider that municipalities should be liberal in furnishing light to the people.

It is with no little feeling of pride we can point to our system of public schools. During the last four years we have expended hundreds of thousands in the construction of new school-houses and in the continued perfection of our system. Our school board we are justly proud of. Half of its membership is appointed by the governor and the other half by the council of the city of New Orleans. The appropriation for this branch of the service is a liberal one and the public school system of New Orleans can stand comparison with that of any large city in the country. Our motto is, "Liberal appropriation for free education." Educate the children if you desire to make good men and women; if you desire to inculcate in the rising generation that patriotism and public spirit that only can insure pure and honest government, the only bulwark of republican institutions.

Gentlemen, our municipal development in the last few years, which must continue with redoubled strides as each year advances, has not only kept pace but accelerated our commercial and industrial development.

I shall not tire your patience with a long account of our commercial advancement and all our great commercial possibilities. Suffice it to say that New Orleans today stands upon the threshold of the greatest period in her history.

We enjoy fifteen miles of the finest dock facilities in the world. These docks are at present in the hands of a private corporation, but in little over a year will pass into the hands of a dock commission created by the legislature. This means that New Orleans is to have practically free wharfage. Only dues sufficient to pay for the maintenance of the docks. The result will be that no port on the gulf or Atlantic will be able to compete with us. Every ship that sails these southern seas in search of commerce will come to this port. Competition in ocean carriers means reduction in freight rates and low freights via New Orleans to the sea means that the great West will continue to pour its increasing commerce and production into our laps.

The Nicaragua canal, gentlemen, is an assured fact. The Spanish-American war has demonstrated its necessity. It is a commercial necessity as well. If pushed the work of construction can be completed in a decade. Its completion means the revolutionizing of the world's commerce. It means that Europe will be nearer the ports of Asia via the Nicaragua canal than what she is at present via the Suez canal. It means that America will be nearer the ports of Asia than what Europe will be. It means that New Orleans will be the key to the Nicaragua canal and will be nearer its mouth by several hundred miles than what is New York, and will be several thousands of miles nearer to Asia and the ports of the South Pacific islands than what is Europe.

Gentlemen, to the south of us are the Latin-American countries. These Spanish-Americans import annually merchandise to the amount of \$400,000,000. Three-fourths of these imports come from Europe—France, England and Germany furnishing the bulk. The United States is one of the heaviest buyers of those countries, yet only controls a quarter of their commerce.

This condition should not be, and under the new policy of the republic we expect within a few years to see the figures reversed.

What city in America is more advantageously situated to command and control this commerce than New Orleans? Our export and import trade has been on a phenomenal increase. We stand second today as the greatest grain-exporting port of America, and there are times when we even outstrip the im-

perial city of New York. That this port is to become the greatest grain-exporting port in the country is only a question of two or three years more. The great grain-producing states are situated on the Mississippi and its tributaries.

The railroads in the past have been causing the grain movement to flow up hill, as it were, across the mountains to the Atlantic seaboard. Competition has come and the great wheat-producing states of the valley and the great West find it cheaper and shorter to ship their products by water to New Orleans to be loaded on shipboard for the markets of the world.

The Chicago drainage canal is bound to result in great benefits to our city. The improvement of this waterway for navigation purposes will divert a great portion of the trade of the northern lakes down the Mississippi river via New Orleans.

New Orleans, gentlemen, is to have a naval dry dock, now under construction. This means in time the establishment of a navy yard at this point by the government. There is no better place in the country for such a plant. Deep and fresh water and near the base of supply; out of the reach of storms or the enemy in times of war. In short, gentlemen, we have a state which is blessed by Providence with the most equable climate, the most fertile soil and the happiest people in the world. We have a city which has been favored by nature with the greatest natural advantages ever lavished on a people. A city which stands guard at the entrance of the greatest river and the richest valley of the globe. A people that belongs to the great American branch of the Anglo-Saxon race, the all-powerful dominant race of the world, and whose Americanism is as lofty as that of Washington or Lincoln, and whose restless enterprise and energy, recently awakened, will convert in the next five years this city into a beautiful spot where the seeker after health and comfort can flock to, where the capitalist can invest with the surety of large returns, and where the immigrant, from either foreign clime or our own cold and frozen northwest, can come with his family and his wealth and invest in the most productive of soils that yield from two to three harvests in a year.

We are building on the banks of this great river an imperial city and an imperial commonwealth—rich in the pursuits of peace and civilization, the pride of all Americans, and which in all years to come shall shine as the brightest gem in the diadem of this great republic. These, gentlemen, are things we are justly proud of and things we would have you tell your friends about on your return home. I thank you for your kind attention and bid you once more welcome to our hospitable city.

At the conclusion of Mr. Story's remarks Norman Walker was introduced as the representative of the local papers. He read the following address:

Ladies and Gentlemen:—I am instructed by the members of the press of New Orleans to offer you a hearty and fraternal welcome to our city. We are glad to have so many of our profession here, in order that our fellow-citizens may see and appreciate the majesty and dignity of journalism, to which you have consecrated yourselves—to the service of the people in building up morally, prosperity and happiness for all.

If you find our city somewhat quiet and lacking in excitement just now, let me assure you that it was not always so, but that we have sobered down very much of late, so that I sometimes cannot believe I am still in New Orleans, and imagine that some mysterious power has transported me to a quiet city like Chicago.

As brothers and sisters in the profession, let me tell you that this is a good place for news. When I was a small boy I imagined that New Orleans must be a very great city, because it was always bobbing up in American history and was mentioned oftener than even New York. When I came back from school in one of the sleepest of Virginia towns and branched out into journalism, filled with the collegian's ambition to write something grand and glorious, almost my first assignment was a mass meeting, held only a few squares distant from this hall. It proved a very lively mass meeting, lively enough to suit even my ambitious fancy. Several hundred people met at Clay statue—you have all seen it, only a few squares distant, where this street (St. Charles) meets our central boulevard, Canal—and appointed a committee to wait on the governor and ask him to resign. He declined this modest request, and before I had had time to write out my notes of the speeches made, my mass meeting was marching down Canal street with several hundred rifles and a half dozen cannon, in order to express their dislike of Governor Kellogg in a more emphatic manner. The city was quite lively for a few hours with the rattle of rifles and the booming of cannon, and when I walked out Canal, over the line of march the carnival parades took yesterday, there were more dead and wounded along that thoroughfare than we have lost on any Filipino battlefield. It was exciting enough to suit Richard Harding Davis himself, and I quite thought myself a war correspondent on the field of battle as I dodged the whizzing bullets, and I felt that journalism was truly a grand and exciting profession.

This was my introduction to journalism in New Orleans, my baptism of fire, as it were, and I never found any lack of news—and exciting news, too—in all my reportorial days here. There was always something stirring to help the reporters. They make

a fuss over a few weeks of dual state government in Kentucky. We had it for five long, weary years, years full of excitement and bullets, with a battle in Jackson square and another on the levee, and the capture of the statehouse and the Supreme Court building. And when there was nothing stirring in political circles, we had floods and overflows to keep things lively. When the wind blew from the south it piled up the waters in Lake Pontchartrain, just north of us, and sent them swirling over our only mountains, Metairie ridge, which rise to the august height of four feet, and flooded the rear of the city. The young reporter with the facile pen had plenty to write about then; picturesque tales to tell of beauteous maidens rescued from the upper stories of houses, in whose parlors the water stood eight feet deep or more.

There was always plenty of good, exciting news lying around, and we knights of the quill congratulated ourselves on this, that New Orleans was not a humdrum town, where we had to confine ourselves to church sociables or fire parades. Perhaps we regretted a little that some of the journalistic customs and amenities of ante-bellum days were going out of favor just then, and that it was no longer necessary for a journalist to introduce himself to the profession by a meeting on the field of honor, just as the Indian youth does not become a brave until he has won his first scalp. The duello was going out of New Orleans journalism just as I came into it. There were some very pretty editorial meetings even then, but it was no longer considered necessary for one to prove himself an editor with the pistol or rapier as well as with the pencil.

But all this is over now, and we are becoming as quiet as a New England village, and news—real live news—the delight of the reporter—is becoming scarcer.

We no longer have battles on Canal street. We no longer have overflows for the young reporter to write about, for we have built a levee around the city over which all the four winds cannot carry the waters of Lake Pontchartrain. We have drained New Orleans, and we will soon sewer it, and we have made so many sanitary improvements that we no longer will be able to write even of epidemics. For all of this, much praise. Life is not so exciting in New Orleans as in those earlier days, but it is safer and longer and more comfortable. We are able to appreciate the old apothegm, "Happy are the people who have no history." We are growing more serious, too. Last spring the women of New Orleans talked of nothing but sewerage and drainage—and they did more than talk—for they secured the election which gave us these great sanitary improvements, with their campaigning and their votes. Our hot blood has cooled down somewhat with time, and we are getting in line with all the progress of the day. I hope we will not be carried too far in this reach for progress, that we will not surrender everything of the past, but preserve some of the individuality of New Orleans, its difference from any other place of the world, some of the manners, ideas and customs of the past. Only a few years ago one of our fellow-citizens came forward with a proposition to change all our street names. They were queer and unusual, he said, a constant worry to visitors, who could never get the hang of them, and it would be far better to adopt the western numerical system and call the first street on the river First street, instead of sticking to our outlandish Tchoupitoulas.

Many years ago one of our mayors, a New England man, whose place of business was in this very Tchoupitoulas street, objected to it and other local names. "My letters come," he said, "with Tchoupitoulas spelled a hundred different ways, and all of them wrong. How much better would it be to give it a simple name, like one of New York's commercial streets, and call it Pearl. Everyone can spell that—P-e-r-l—Pearl."

But Mayor Peters did not succeed in getting rid of our street names then; and we hope no innovator will be more successful than he. New Orleans can get in line with the world in every improvement, in every mark of progress, without turning its back on its past. You will find its name on every page of American history. It was here that the first rising against Spanish rule took place—a hundred and thirty years ago; it was the Louisiana Creole who, under Lafreniere and Villere, first declared the right to be consulted in their government by the mother country; and it was upon the field of Chalmette that America won its greatest victory. If we rename our streets, rebuild our old Creole houses in modern American architecture, if we wipe out every feature of the past, and New Orleans loses every trace of individuality, I am afraid that you, ladies and gentlemen, and the other visitors who come to see us now may not think it worth while to travel so far from your homes to see a city that is as like your cities of the North and West and South as two peas.

We seem already to be trying to do this, for in order that our friends from the North may feel thoroughly at home we have got up for their special benefit a touch of a Dakota blizzard. Could we do more to prove how anxious we are to please and welcome you?

But, seriously, we are glad to see you all, and to welcome to New Orleans representatives from the press of every section of the Union—the press that has made this country what it is, and that rules it today, and I sincerely hope that whatever is done in your convention here will tend to further elevate and strengthen the profession to which are all so proud to belong.

Mr. Dymond then introduced M. J. Sanders to speak for the shipping interests. Mr. Sanders said that when he

accepted the invitation to speak he did not appreciate the responsibility which he was assuming. He had thought about addressing congressmen or some such ordinary people. But when he found that he was to speak to men and women who write down what is said to them and by whom a short speech is not quickly forgotten, he realized that it was an important undertaking for a young man. From the speakers who had preceded him the editors had learned that the people of New Orleans were proud of themselves and their city, and that the city already lived in the records of history, but the people expected to leave a still greater record. The city is proud of its wide streets, of the great territory within its borders—greater than that of New York or London; proud of many of the old customs, and, incidentally, proud even of the carnival, which the visitors had seen and, he hoped, enjoyed.

But, said the speaker, we are proud most of the fact that we stand at the gateway of the great Mississippi river, the greatest inland highway that God has given, the most important stream that the world has, on which so many of you live, and are but an iota of the population which will border its banks, and also that we stand on the border of that great body of water destined to be the greatest highway of the commerce which is to be developed by the millions of population that is coming. I am sure that you will pardon me if I broach a subject very important to myself. My forte in life is to represent shipping interests, and representing the ocean interests coming to New Orleans, that interest closely identifies me with the great and glorious river. I am sure that few realize the importance, the immensity of the body of water on which are floated millions that roll southward every day, bearing volumes of tonnage from your doors and depositing the soil of the lands on which you live at our doors. Formerly our commerce with you was entirely by the river, but this has been changed by the railroads, which are making a gridiron across the country. Through this port 45,000,000 bushels of grain are sent to foreign markets of the world every year, and these are taken through a narrow pass in endeavoring to get to the ocean and the world's markets. We have been trying to relieve ourselves of a pressing danger. We are but custodians for you; we do not own the river nor the mouths of the river, nor the commerce, but act as agents for the people in the interior, in passing the commerce on. There is danger that all may be suddenly stopped at the mouth of the river, the only one improved and now entirely inadequate and dangerous and liable to be blocked, so that no goods can get beyond.

The famous Captain Eads made a channel at that time considered entirely adequate, but the great ships of today can carry enormous cargoes, taking the freight of four miles of cars, and these monstrous machines of commerce must attempt to navigate a long, narrow pass with very little water to spare underneath or on the sides and a strong current. One of the great ships might get across the channel and then commerce would be stopped until it could be removed. You editors from the West and Northwest who influence the minds and thoughts of so many readers can appreciate that while asking the federal government for aid in making the improvements which we have under consideration we are acting for you and for the masses of the people throughout the West and Northwest, and that in the interest of yourselves as well as ourselves this important work must be carried out by the government.

I am entirely overburdened by the responsibility of addressing so important a body, and can only hope that you will see the importance of bringing your influence to bear so that we may not be subject to the catastrophe.

Mr. Sanders alluded to the legislation asked of congress for the deepening of Southwest pass to the depth of thirty-five feet, so that it will be auxiliary to South pass, which has now a depth of twenty-six feet, thus enabling the use of both and the safeguarding of the commerce of the river. The address was received with applause and interest, and one of the leading editors said at its conclusion that he had struck the keynote of the situation, and brought to the attention of the editors the most important thing that could have been introduced.

General J. Y. Gilmore, on behalf of the Louisiana Press Association, said:

Mr. President, Confreres of the National Editorial Association, Ladies and Gentlemen:

On behalf of the Louisiana Press Association, I also have the honor and great pleasure of welcoming you to our state and the commercial metropolis of the South; to greet you in the place of nativity of this most important organization, on this your fifteenth anniversary. This pleasure is enhanced because it was my privilege to be present at the organization of this association, and because I have had the good fortune to attend all but two of your meetings and to visit with you all portions of our beloved country, as well as Mexico and British Columbia. As with the speaker, so it has been with other members of our State Press Association, and our hearts have been made glad at again meeting so many of the old members and

at the opportunity to form the acquaintance of many new fellow-workers in the field of journalism.

None know better than we the beneficent effects of this organization. Formed at a time when there still unfortunately remained some bitter recollections of our civil war, association soon brought political and sectional toleration, and this at once grew into mutual respect and genuine affection. Now we realize that both sides, in the unfortunate struggle, were imbued with the highest sense of patriotism—the armies of the North to save the Union, and we of the South to maintain the constitutional principles laid down by our forefathers, and both fortunately survived the terrible carnage of the greatest war the world ever saw. Secession was only resorted to for peace—not that we desired a change of form of government. Hence we were both right, from our respective points of view, and the South has been as loyal ever since we surrendered as the North, and we revere alike the glorious history and progress of our common country.

It has long been a cherished wish of the speaker and other members of the press that this association should again hold its sessions in this city, and glad indeed are we that you are now among us. For several days, now, you have mingled with our people and witnessed our carnival pageants; you have seen a great deal of our city and will see much more before you depart, and we hope you will carry home pleasant recollections of our people and city.

Now you are on historic grounds, within the borders of the greatest "Mother of States." Louisiana is proud of her children, the great and prosperous states extending northward to the British possessions. While the speaker is not a territorial expansionist, neither were the masses in the time of Thomas Jefferson and James Monroe. As they were condemned for buying territory which has since become of untold value to our republic—although it took much time to develop it—let us hope that such will be the case with our recent acquisitions. Its addition seems Providential and for that reason will end well, if wisdom is used in forming a system of government for our colonies.

No state abounds in richer or more poetic romance than Louisiana. Her 350 years of history record the early struggle of the intrepid band of warriors under De Soto, whose remains still rest at the bottom of the Mississippi; of Father Marquette and Joliet, who invaded this wilderness in 1673; of La Salle in 1682, who, after most terrific experiences, finally reached Texas, where he was assassinated by one of his own men in 1687; of the coming of the French Canadians, Iberville and Bienville, who sailed up the Mississippi river in 1699 and established the first successful colony in Louisiana; of the founding of New Orleans in 1718; the naming of Lakes Pontchartrain and Maurepas after two of the leading ministers of Louis XIV.; the alternate struggles of the Spanish and French for the possession of this vast territory; the sufferings from disease and battles with Indians; the great colonization and banking schemes of John Law, the latter bringing disaster, but whose German settlers on the upper coast of the Mississippi river became one of the most important acquisitions to the new colony, and while their language was soon lost by intermarriage with the French, yet they to this day retain the energy and thrift of their German ancestors; the establishment of the slave trade; the building of the old Ursuline Convent; the erection of the cathedral and adjacent public buildings still in front of Jackson square, the latter donated by Mme. Pontalba, the wealthy daughter of an early Spanish governor; the cession of Louisiana to Spain in 1762; the administration of O'Reilly under the new government; the granting of concessions of land to those performing valuable service for the crown; the restlessness of the French settlers under the new ownership; the acts of successive governors; the arrival of the persecuted Acadians from Nova Scotia, a splendid class of French colonists, who were the very soul of honor, and whose descendants to this time are among Louisiana's best citizens; the growing fears of American aggression; the visit and services of Gen. Wilkinson, the ancestor of a large family of Louisiana's best people; the land speculations of Daniel Clark, the father of Myra Clark Gaines, who inherited such large landed estates here, and about which litigation lasted throughout that lady's long and eventful life, she being impelled more by the desire to establish the legitimacy of her birth than for the money; the retrocession of Louisiana to Spain, and the final purchase of this territory in April, 1803—all abound in heroic and poetic incidents, beautifully told by our own lately deceased and much lamented Charles Gayarre, a descendant of one of the noble French families of Louisiana.

But the history of Louisiana under American domination, while less romantic, is equally interesting. Her early governors, Claiborne, Villere and others, gave every encouragement to new settlers, and agriculture and commerce grew rapidly. Indigo and cotton were the principal crops of the colonists, but the Jesuit fathers having, long before, in 1766, introduced tropical sugar cane culture, which did not pay because they did not know how to properly granulate the juice, it remained for Etienne de Bore, the grandfather of Charles Gayarre, the historian, to solve that problem, and hence he became the first successful sugar planter, and his sugar house was located at the point now known as Audubon Park, where most appropriately can be found the Louisiana sugar experiment station, so ably conducted by Dr. Wm. C. Stubbs. De Bore's success soon

revolutionized Louisiana agriculture, and hence that became the chief industry under American control.

Every Louisianian, whether or not to the manor born, is proud of his state and her history—of the generations of brave men and beautiful women whose virtues should be emulated by all—of her Villeres, De Clouets, Claibornes; of her Soule, Roselius, Dimitrys; and, more recently, of her Beauregard, Polk, Nicholls, and scores of others whom we cannot now name.

We regret that you will not have the opportunity, on this occasion, to visit interior Louisiana, whose soil is unsurpassed in richness and whose principal crops, sugar and rice, employ many millions of dollars. You saw on your way here from Baton Rouge several sugar factories, which have cost fully half a million dollars each, and one (The Gramercy Central Factory) will soon have a full million dollars thus invested in the factory alone. Altogether, Louisiana has invested upward of one hundred millions of dollars in the sugar industry, and yet the United States annually sends abroad fully that much money for foreign-grown sugar. The gulf states alone could produce the total amount required for the nation's use, and as the beet sugar industry has been established on parallel lines, it will not be long before we stop that great national leak by supplying Americans with American-grown sugar alone—this desirable result being contingent upon the wise policy now being pursued by our government toward sugar.

Until within a few years the rice industry of Louisiana occupied a small place in commerce, but since the advent into our state, a few years ago, of a large number of farmers from more northern states (Iowa principally), their knowledge of wheat culture enabled them to at once enter largely into rice planting, since the two crops are treated identically alike, except that rice has to be irrigated. Entering government land at \$1.25 per acre and buying much from the state at the low price of 12½ cents per acre, the industry grew with astounding strides, and those same lands cannot now be bought for less than \$20 to \$40 an acre—all this within twenty years. Louisiana now produces more rice than all the other states combined, and large fortunes have been made therefrom by cultivators.

No other branch of agriculture, excepting sugar growing, is so profitable, but this industry also needs (as it now fortunately receives) the fostering care of the government. Whatever thus rapidly develops a country, like sugar and rice growing, adds to the wealth of the nation, for by the one-crop plan the cultivator and manufacturer must buy all his machinery and implements; his work stock, meats, corn, oats, and sometimes even hay, from other states, and thus millions of dollars are annually sent from Louisiana to enrich others of our fellow-citizens. It is pleasant to note that several well-to-do editors, members of this association, have embarked in rice culture in this state, among whom may be mentioned Brother Arnold of Indiana and Editor Snyder of Pennsylvania—one or both present at this meeting. We have room for thousands more in the same fields of industry, and our people and state officials will do all they can to encourage the settlement among us of such worthy people as have made western Louisiana to "bloom as a rose."

Cane culture is much like corn growing, except that the cane itself is planted, and its eyes at the joints sprout as do those on potatoes. They stool or sucker freely, producing from four to a dozen stalks per eye. Primitive and wasteful methods were employed so long as sugar sold well, but foreign competition compelled us to adopt improved machinery, and now, instead of the open-kettle system, where sugar was cooked by direct application of fire, the vacuum pan process, or cooking by steam, has been largely adopted, thus securing a better grade and a much greater percentage of sugar. The same rapid improvements have been made in juice extraction, by means of macerators or crushers, to prepare the cane for the mill, and by the erection of powerful six-roller mills, instead of former three-roller machines.

As in the factory, so in the field have great improvements been made in cultivating implements, and with these one man can do twice as much work as by the old-style cultivators or plows. Thus has the sugar output of Louisiana been more than doubled within the past ten years. We had expected today to land you at the sugar plantation of the Ames' of Massachusetts, directly opposite the city, to explain the whole system of cane culture and sugar manufacture, but the unfavorable weather unfortunately prevented.

With a soil and climate unequalled by any other locality in North America; with a most healthful climate, since, by quarantine, we have learned to control tropical fevers, when introduced; with capacity for a great diversity of crops; with immense deposits of sulphur and petroleum and inexhaustible mines of the purest salt the world ever produced in western Louisiana; with valuable stone quarries, excellent marble and some coal in north Louisiana; with millions of acres of virgin forest, including the southern live oak, the durable cypress, the best of oak for manufacturing purposes and immense areas in Southern pine, our state is rich in resources, and only needs more population to develop them. The object in this long recital (for which your pardon is asked) is to beg you to send us all who need a change of climate or fortune, for health can here be restored and success attained.

But, best of all are the people of Louisiana. I would not say this were I a native of the state, but a residence here for up-

ward of forty years enables me to speak advisedly. Nowhere will you find a more hospitable or liberal-minded people; nowhere a higher sense of honor or a loftier conception of true citizenship. Here are found many peculiarities, such as the retention of the French language for hundreds of years, and, even within the speaker's journalistic career, it was necessary for fifteen years to publish his paper one-half in English and the other part in French. Our population in rural south Louisiana is largely of French and Spanish descent, thus constituting the real Creoles. While the word implies native, as usually employed (for we have Creole chickens, Creole eggs, Creole horses, etc.), when applied to people the proper definition is a native of French or Spanish descent. An erroneous opinion has been obtained abroad that Creole implied a touch of colored blood, but that originates from the fact that in Alabama at one time there was a large population, descendants of the earliest settlers, who had taken colored or Indian women as wives. Our rural population, as well as those resident in towns and cities, are exceedingly polite; the ladies dress with great taste, even though often deprived of educational and social advantages. They are a devoutly religious people, and this accounts for their many virtues. Of this type of people were Longfellow's Evangeline and Gabriel, and the scene of the pretty poem was laid near the speaker's old home on Bayou Teche, down which came the Washington and Oregon delegation on their way here.

This paper would not be complete without reference to Paul Tulane, the generous founder of our great southern university here which bears his name, and to two of the grandest characters our nation ever produced. The latter came from Baltimore, Md., and they were the great philanthropist, John McDonogh, who came to New Orleans in his youth, in the early part of this century—a gay, dashing, handsome young man of culture, but unrequited love made of him a recluse. Most of the people for the balance of his long life thought him a miser, because he avoided the world and devoted himself strictly to business. He, however, had a noble purpose for his accumulations, and when he died it was found that he had left a large fortune to be equally divided between his native city, Baltimore, and his adopted home, New Orleans, for educational purposes. It was also found that in youth he had formulated for his personal guidance the finest rules of life that a pure and noble-minded man could devise. A poor monument to the noble man has been placed in Lafayette Square, opposite here, yet this was not needed, as the thirty beautiful public schoolhouses in this city, built with his money, are a sufficient monument to his memory.

The other saintly character was good Margaret Haughery, who, having lost her husband and children, devoted her long life most unselfishly to the care of orphan children. Although a very poor woman, she prospered in her milk business; then she established an humble bakery, but all the profits were given the orphan asylums, and this rare charity brought her friends and custom; her business assumed such proportions that at length she was able to supply all the orphan asylums in the city with bread, and when called home to her Maker her funeral was attended by the governor, mayor and other state and city officials, and the best people of the place. Soon a monument arose to her memory, the first erected to a woman in America, and, most appropriately, it was placed in front of one of the principal asylums, at the intersection of Camp and Prytania streets, and two orphans are pictured lovingly clinging to her knee.

I thank you for your patient hearing.

Mr. Dymond, speaking for the State Agricultural Society, welcomed the convention and spoke of the vast agricultural interests of the state. He spoke of the development along various lines and gave a glowing description of the climate and agricultural facilities of the state. He then turned the meeting over to President R. H. Henry, who responded to the addresses of welcome as follows:

RESPONSE OF PRESIDENT R. H. HENRY.

Gentlemen of the Committee:

For your courteous, cordial speeches; for your hearty, kindly greeting;

For your tender words of welcome, are we truly deeply grateful. By your generous, cheerful manner; by your free and earnest method;

By your frank and open faces, do we feel that we are welcome. Welcome to the Sunny Southland, with its genial, balmy breezes, Cheery homes and grand old places, choice fruits and fragrant flowers.

Welcome to dear old Louisiana, Creole state of great renown; To its fertile hills and valleys; to its broad and verdant plains; To the land of cane and cotton, fields of rice and orange groves; To the home of grand old patriots, gallant soldiers and statesmen wise.

Welcome to the Crescent City, home of comfort, elegance, ease. With its bright and charming people, equal the best of any clime.

It were needless for me, gentlemen, on behalf of the National Editorial association, to say that we appreciate to the fullest this splendid reception, this magnificent welcome, by the representative citizens of Louisiana and New Orleans; and an honor

do we esteem it to mingle and associate with a people who proudly trace their ancestry back to the days of Iberville, and whose records illumine the brightest pages in the history of the world.

And, as La Salle took charge of this territory over two hundred years ago, in the name of the "most powerful and victorious prince Louis XIV, king of France," in whose honor the state was named, so do the editors of the United States, desiring to extend their dominion to these friendly shores, having visited and conquered all other parts of the country, now take possession of this land of perennial bloom and cerulean skies. for and in the name of the National Editorial association, and proclaim it theirs by right of voluntary surrender, if not by discovery and conquest. And who is there to molest or make afraid?

We are delighted to hold the fifteenth anniversary of our association in New Orleans, where it was organized fifteen years ago, during the Cotton Centennial Exposition. As the wanderer



President R. H. Henry and family at home, Jackson, Miss.

in many climes gladly revisits the scenes of his youth, so are we happy to return to the home of our birth, the lovely Crescent City, known far and wide for its generous hospitality, its warm-hearted people, its luxurious homes, rare flower gardens, gallant men and beautiful women; where we are welcomed with bright smiles, hearty hand-shakes, and the assurance that we are at home and among friends.

The National Editorial association is what its name implies, national in its character. Made up of delegates from all the states in the Union, it knows no section, no party, its underlying principle being fraternity and good-fellowship. A homogeneous organization without faction, partisan feeling or sectional bias, it tends to broaden, liberalize, and fraternize, its members being equally at home in Massachusetts, California, North Dakota and Louisiana. No pent up Utica contracts its powers, and when off on an annual tour, its members feel and act as one great family; become acquainted and fast friends for life.

It is difficult for our members who come from the far North to realize the difference in temperature in this country, or the changes wrought by a few hundred miles of latitude. Leaving their homes locked in the embrace of the ice-king, mother earth covered with snow, and heavy wraps much in evidence, they here find real spring weather, under these Southern skies, with roses and violets in bloom and evenings comfortable out-doors. What a change! What a delight!

Arriving in your city as the advance guard of his imperial majesty Rex, with New Orleans aglow in pomp and splendor, and gorgeous in its carnival habiliments, we have seen much of interest, wonder and amazement. We have been regaled by regal carnivals by day and enjoyed royal pageants by night; have attended receptions, balls and entertainments, till sight became dim and brain tired, wearied with the intoxicating pleasure of the ever-changing kaleidoscope. In brief, we have seen Mardi Gras—and shall not soon forget it. The recollection of its grandeur, of historic tableaux, beautiful pictures moving as though floating in air, of classic groupings, of exquisite blendings, of princely robes, of rich costumes, of gilded floats, of gay cavaliers and dark-eyed maidens, will remain with us as beautiful memories, till we come again and live over with you once more these moments of perfect bliss.

We are happy to meet in this famous historic old city, founded in 1718 by that kind French-Canadian, Jean Bienville, who wrested it from Indian wilds and laid the foundation for this great Southern metropolis. Many of our members, especially those who have never before visited here, have tramped through its quaint old quarters, spending hours in its shops of



SCENES IN NEW ORLEANS, MARDI GRAS, REX PARADE.

- 1.—Float on St. Charles Street. 2.—Float on St. Charles Avenue. 3.—Flower Dance, Mardi Gras Parade. 4.—Snow Flake Dance.
5.—Carnival Float, St. Charles Avenue. Group at Lee Monument waiting for Rex Parade. 7.—Corn Dance, Rex Parade.

antique wares; have given a morning to French market, talked to the Gascon, bought fruit from the Dago, drank dripped coffee with the Spaniard, purchased boutonnières from the old Creole woman, and attempted to joke with the stolid aborigine of the forest; have admired your odd old buildings, and learned of their ancient and interesting history; strolled through your parks, and plucked roses from your flower gardens; have paused with uncovered heads in Jackson Square, at the spot where "Old Hickory" was crowned with laurel by young ladies, who scattered flowers in his pathway as he returned to the city after defeating Packenham on the plains of Chalmette.

Louisiana is a state rich in historic characters. It has nursed and cradled celebrated historians, distinguished novelists, sweet poets, great lawyers, eminent judges, famous educators, able clergy, worthy statesmen, grand soldiers, renowned musicians, splendid doctors and strong editors.

To read of the history of Louisiana, is to recall the trials and struggles not only of the early French settlers, but its later-day heroes as well, men who have impressed themselves on the history of the times, and written their names high on the scroll of fame.

This state has given to the country some of the grandest men of earth. They have always been true in every relation of life—in pioneer days, in the formative period of the state, in civil affairs and military matters; always the same consistent patriots, always the devoted friends of the state; whether in the home, on the hustings or marching to the notes of martial music. They have ever been grand men, great men, noble men!

Time cannot efface the deeds and acts of Gen. Claiborne, your first civil governor, or dim the lustre that hovers around the names of Villere, Roman, White, Johnson and Allen. And who can forget John Randolph Grimes, the compeer and associate of Webster and Stephen Mazarou, great masters of the law, who gave majesty and power to hustings; and that wizard of language, Lafcadio Hearne, and George W. Cable, who charmed your finer senses and administered to your refined intellect.

Your state honored the country in giving to it one of the best presidents, Gen. Zachary Taylor, who won his spurs on the battlefields of Mexico, while commander-in-chief of the American army.

Here was also born the great naturalist and ornithologist, Audubon, whose works on birds are regarded as standard authority the world over. He brought woodland songsters from glen and dell, and made them speak and sing to us from his books.

Louisiana contributed to the "Lost Cause" a trio of great generals—C. T. Beauregard, Leonidas Polk, and Braxton Bragg; and though the cause for which they fought went down in defeat, they will ever be known in the history of this grand and magnanimous country, which recognizes merit wherever found, as great military commanders, and the compeers of Sherman, Grant and Sheridan, great generals of the opposing army, the former of whom resigned the superintendency of a military college of this state, when the tocsin of war was sounded in 1861, to take up arms with the people of his own section.

This state sent to the United States senate her greatest constitutional lawyer, Judah P. Benjamin, who held three successive positions in the Confederate cabinet. A voluntary exile from his country after the civil war, he went to London, acquired a large practice, and was there honored by the appointment of Queen's counsel, an unusual distinction for an American. Louisiana also sent to the United States senate the lamented Eustis, who was the first ambassador appointed from the United States to the court of France, and in thus honoring him, the country honored itself.

Here lived for many years of his eventful life the grand old chieftain, Jefferson Davis; here he died, and here his body found temporary sepulture. Here the gallant Hood lived and died. Here lived Longstreet, the sole surviving general of the war between the states.

Here Father Ryan, the poet priest, spent many years of his beautiful life. And this was the home, also, of the world's greatest prima donna, Adelaide Patti, who has thrilled the earth with her matchless voice.

Coming down to a later period and passing over the most humiliating epoch in Louisiana's history, when vice stalked abroad at noonday and ignorance sat in the temples of justice, we cannot pass by, without a word of praise to the glorious record, and splendid achievements, of brave Gen. Ogden, of D. B. Penn, Francis T. Nichols, L. A. Wiltz, S. D. McEnery, N. C. Blanchard, and last, but by no means least, Murphy J. Foster.

What lover of sweet thoughts, lofty ideas and pure English has not read and admired the descriptive sketches of Mrs. M. R. Field (known as "Catharine Cole"), the beautiful poems of Mrs. Nicholson, who wrote under the nom de plume of "Pearl Rivers," or the poems and criticisms of Mrs. Marion A. Baker? They graced literature, honored their state, and their works will live after them.

It is said that New Orleans is unlike any other American city, and we are glad that it is so, for much of the city's pride and glory are largely due to its distinctive characteristics. Founded and peopled by the French, her streets and institutions largely partake of the nomenclature of that nationality. The state also differs with others in its system of jurisprudence, adhering to the old civil law of the code Napoleon, while others have adopted the common law practice. But these differences

affect not the people, unless, following after the old French idea, they still retain the proverbial politeness and polished courtesy of their distinguished progenitors, striking examples of which we see on every hand, and enjoy here tonight.

The National Editorial association is grateful, gentlemen, for the courteous hospitality you have so generously extended during its pleasant sojourn in your lovely city, and in the name of the delegates here assembled I thank you most heartily for your words of welcome and cordial greeting,

And may our members from the North,
The East, the South, the West,
When home once more, from Southern shore,
Feel by this visit blest.

FIFTEENTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION

Held at New Orleans, La., March 1, 2, and 3, 1900.

R. M. WHITE, Recording Secretary.

OFFICIAL REPORT. ERASTE VIDRINE, Stenographer.

FIRST BUSINESS MEETING.

Morning Session.

The delegates assembled on Thursday morning at 10 o'clock a. m., in the Odd Fellows' Hall, on the first day of March, 1900.

Chairman R. H. Henry called the meeting to order.

Mr. J. L. Powers of Jackson, Miss., on being called upon by the chairman, offered prayer as follows:

"Our Father, we thank Thee that in Thy good providence we are again spared to come together as an association. We do thank Thee for the rest of another night, and the light of this beautiful day, and for the privileges which we are permitted to enjoy at Thy hands. Be with us in our deliberations, guide our thoughts and direct what we shall say and do. We thank Thee that our time is in Thy hands, and that we are directed and controlled and governed and provided for by Thee. Help each and every one of us to put our trust in Thee and seek to be guided by Thine eye, through all the affairs and vicissitudes of life. Be with us, we pray Thee, in all of our labors and in all our journeyings. Remember our loved ones at home. Remember us, O Lord, in all our undertakings. May we be alive to the responsibilities and privileges and duties that rest upon us, and when Thou hast been served on earth, be with us in heaven. This we humbly ask for our Redeemer's sake. Amen."

The chairman then proceeded to name the committee on credentials as follows:

COMMITTEE ON CREDENTIALS.

James J. Gibbs of Ohio.

J. E. Junkins of Kansas.

A. B. Burke of Pennsylvania.

Will A. Steele of Washington.

W. W. Folsom of Arkansas.

The committee was requested to retire to some suitable place and make its report within twenty minutes.

The chairman next appointed Mr. W. Bolton of Oklahoma sergeant-at-arms, and then delivered the following address:

ANNUAL ADDRESS OF PRESIDENT R. H. HENRY.

Ladies and Gentlemen of the National Editorial Association:

The fifteenth annual convention of the National Editorial association assembles today in the city of its birth, having been organized in New Orleans, Feb. 19, 1885, during the Cotton Centennial Exposition, Hon. B. B. Herbert being the originator of the idea and the real founder of the association.

The initial meeting was held in the press headquarters of the exposition; was called to order by Mr. Wm. H. H. Judson, chief of the department of publicity. He requested Mr. Herbert to act as chairman and explain the object of the meeting, which he did. In noting the new organization, the city papers said that over one hundred editors were present, but it is matter of regret that a full list of the organizers was not printed. A constitution was adopted, business matters discussed, and the following officers elected: President, B. B. Herbert, Red

Wing, Minn.; vice president, C. H. Jones, Jacksonville, Fla.; secretary, John G. Elliott, Dallas, Texas; treasurer, Ezra Whitman, Baltimore, Md. And thus was launched the great National organization which holds its fifteenth anniversary here today.

The fourteenth annual meeting, held at Portland, Ore., July 5-7, 1899, selected New Orleans as the present place of meeting, and gave the executive committee power to fix the date. The committee assembled in St. Louis, Oct. 12, 1899, on the call of the chairman, with some forty members present. After some discussion as to the time of holding the New Orleans meeting, a resolution was adopted fixing the date March 12. This action was afterwards reconsidered, and a substitute adopted, authorizing the officers to call the convention between March 1 and 15, as to them might seem best after conferring with citizens of New Orleans. The matter was taken up and discussed with the papers, Press club and commercial bodies of the city, and the consensus of opinion was that the association should reach here in time to see the Mardi Gras festivities, Feb. 26, and hold its first regular business meeting March 1. This suggestion was adopted. This explanation is made to show that the officers have not exceeded their instructions.

The executive committee also directed the officers to arrange for a trip to Havana, if found practicable; or provide for a visit to California, in the event the Cuban trip could not be made.

Your president, acting under direction of the other officers, made several visits to New Orleans with a view of arranging for the Cuban tour, and wrote numerous letters to different steamboat agencies in New York, in which he was assisted by your corresponding secretary, Gen. G. Y. Gilmore, Col. John Dymond and others, but was unable to secure a steamer with sufficient capacity to carry even one-third of our membership. Every effort possible was made to secure a steamer, but without avail—and we were forced, reluctantly, to abandon the Havana trip. Your corresponding secretary then, after a lengthy correspondence, and much delay, succeeded in getting transportation to and from Southern California for such delegates as may desire to make the trip, and will lay the matter before the convention.

PROGRAM FOR THIS MEETING.

The executive committee also authorized your president to arrange a business program for this meeting, or rather adopted the plan he had outlined, giving him power to arrange for the carrying out of the details. Acting under that authority, he has appointed a number of gentlemen to prepare and read, during the sitting of this convention, practical papers pertaining to the interest of the craft, which will be open for discussion by the association.

ADVERTISING RATES.

The greatest problem presented to the press, and the one most difficult of solution, is that of advertising rates. It is the vital question of the day, from the publisher's standpoint, the one most affecting his interest, as from this source must come the greater part of his revenue. It may be likened to the tariff question, as the object is the same—the raising of sufficient revenue. The rate must not be fixed so high as to become prohibitive, nor should it be so low that it will not produce the revenue required in the successful conduct of our business. A fair and equitable rate should be established, one alike just to advertisers and publisher. How shall we reach this? Is the question of all questions. How shall we determine this? Is the problem which now confronts us, and which should receive the careful and intelligent consideration of this association. Let us approach it in a plain, practical, business-like way, as the merchant figures his profits and losses, as the banker computes his discounts and interests, as commercial associations estimate the value of their investments. Why should not the press, the boasted leader of thought, the advance guard of progress and molders of public opinion, not know the real value of its advertising space? And when once determined, why not have the courage to stand by the rates agreed upon? The question is difficult to reach, but can, and should be, worked out. A paper on advertising rates is to be read and discussed at this meeting, and should be referred to a special committee, with instructions to figure out a reasonable and just basis, and report the result of their action to this convention.

VALUE OF ADVERTISING SPACE.

Desiring to ascertain the value placed upon advertising space by advertising agents, your president visited a number of the agencies last fall, and asked the head of each concern what he considered a fair value per line per thousand circulation, and found their estimates to vary from one-third to one-half cent net per agate line on yearly contracts. As the advertising agents cannot be charged with figuring a higher rate than the real value, these estimates can not be considered excessive, and are submitted for what they are worth, as they may form the basis for reaching a rate that the association can accept and stand by.

CARD AND FLAT RATE.

In this connection attention has been called to the rate-card adopted by the California Press association, as published in the National Printer Journalist, Chicago, which is herewith sub-

mitted, as it shows much thought and careful study of this annoying and complex question. The only objection that can be urged against it is that it provides for a sliding scale instead of a flat rate, the latter being regarded as preferable and more business-like by advertisers. The flat-rate system has been adopted by most of the large newspapers, and has proven more satisfactory than the old card-rate. The advertiser is at once impressed by it, and naturally concludes that the paper adopting it knows the real value of advertising, and is conducted on established, business-like principles. He will soon decide that the rate is reasonable and close a contract, or dismiss the matter without further correspondence. The flat-rate plan is growing in favor, and the time will come when it will be universally adopted by publishers.

RATE CARD OF THE CALIFORNIA PRESS ASSOCIATION.

Display Advertising for Yearly Business, Weekly Papers:

Circulation.	Inches.					
	1	2	3	4	5	6
400	\$5	\$8	\$10	\$12	\$15	\$18
600	6	9	12	14	18	20
800	7	10	14	16	20	22
1000	8	12	15	18	24	28

Six months' contract add 10 per cent.

Three months' contract add 20 per cent.

Two months' contract add 40 per cent.

One month's contract add 50 per cent.

For top column and next to reading 25 per cent added.

Ten per cent discount on electrotypes.

Reading Notices:—

10 cents per line each insertion.

20 cents per line per month, 3 months' contract.

15 cents per line per month, 6 months' contract.

10 cents per line per month, 12 months' contract.

Discounts on Lines:—

10 lines, 10 per cent.

20 lines, 20 per cent.

15 lines, 15 per cent.

25 lines, 25 per cent.

Display Advertising on Yearly Contracts in Daily Papers:

Circulation.	Inches.					
	1	2	3	4	5	6
500	\$10	\$18	\$25	\$30	\$36	\$42
750	11	20	28	35	45	50
1000	12	22	32	40	50	60

Six months' contract add 10 per cent.

Three months' contract add 15 per cent.

For top column and next to reading 25 per cent added.

10 per cent discount on electrotypes.

Reading Notices:—

First insertion 10 cents per line, each subsequent insertion 5 cents.

One month, 50 cents per line per month.

Three months, 40 cents per line per month.

Six months, 32½ cents per line per month.

Twelve months, 25 cents per line per month.

Discounts on Lines:—

10 lines, 10 per cent.

20 lines, 20 per cent.

15 lines, 15 per cent.

25 lines, 25 per cent.

Every other day in daily, two-thirds.

Two times a week in daily, one-half.

Once a week in daily, one-third.

One-fourth of above rates added for weekly included.

One-half of the above rates for weekly only.

For position next column to reading, 10 per cent additional.

For top column or first following and next to reading, 25 per cent additional.

THE ADVERTISING AGENT AND FOREIGN ADVERTISER.

The advertising agent and foreign advertiser will never fail to be objects of interest to this association and the press of the country. They are regarded as the cheapest class of patrons with whom we deal. They know more about our business than we do ourselves, and are not slow in offering us kind and fatherly advice. Especially is this the case with the advertising agent. He is a rare genius, of distinguishing characteristics of nerve, gall, and brass, and these frequently constitute the greater part of his capital, assets only available for credit in the average newspaper office. Modesty is a word unknown in the lexicon of the advertising agent. He needs it not. So considerate is the advertising agent for his country cousin that he never worries him by asking the rate on advertising. He always fixes it himself, and his feelings are ruffled and nature shocked, if the rate is not promptly accepted by return mail. If we decline to accept the price he offers for a monthly "ad" figured on a yearly rate basis, he expresses great surprise and intense indignation, and forthwith enters upon a long and labored correspondence to convince us that we are wrong, don't understand our business, and endanger the stability of our institutions by refusing his kind and unselfish offers. He argues with the skill of a trained lawyer, and almost convinces us to believe in him.

The advertising agent is a good judge of human nature and newspaper affairs. His memory is wonderful, and woe to the

paper that ever, in a thoughtless moment, permits an advertisement inserted at a low rate. Once allowed, this rate will be quoted as a basis for all future contracts by the agent, until the end of time.

There is but one way to deal with advertising agents—fix your rates and stand firmly by them. After you have carefully submitted your estimates and given the lowest price at which you think you can afford to do their work, yield not to their importunities or counter-propositions. They will soon learn that they are dealing with business establishments, and must either pay their prices or stay out, and as a rule, they will pay the rate demanded. In this connection, the following extract is taken from an address delivered before the Agate club at Chicago, a few days ago, by an advertising agent. It contains food for thought. Discussing advertising rates, etc., the speaker said:

"The publisher, it seems to me, needs really more education than the advertiser. How many publishers are there who really comprehend the value of the advertising space which they sell?"

This same agent, in conversation with the speaker a few months since, and from whom much valuable information was obtained, said that publishers did more to cheapen their wares than advertisers or advertising agents, by accepting any and all propositions made them; that there was but one thing for publishers to do, name their rate and force advertisers to pay it. They are masters of the situation, if they would come together, agree on a rate, and stand immovable when importuned by advertisers and advertising agents.

TRUSTS AFFECT ADVERTISING.

One among the many evil effects of trusts—and they are too numerous to discuss here—is that they tend to decrease advertising. Notably is this the case in the baking powder trust. Formerly the three companies composing this trust were large advertisers, two of them spending, it is understood, over a million dollars each, annually, with the newspapers of the United States. But since the formation of the combination more than two-thirds of the advertising has been withdrawn, and an army of clerks, laborers, salesmen, etc., thrown out of employment. The trust evil is a difficult one to reach, but our association should, in view of the fact that it is an economic, and not a political question, speak out in no uncertain terms against trusts.

THE PAPER TRUST.

This leads to a reference to the paper trust, which is now receiving so much attention from press associations of different states, and the papers of the country generally, without regard to party predilections. As you know, the paper trust has advanced the price of news print from 40 to 60 per cent, and threatens to still further advance it. There is no reason why the papers of the country, regardless of party lines, should not unite and make war upon the paper octopus. It is a matter of self-preservation, and this association should adopt a courteous, but earnest, memorial to congress praying for the removal of all duties upon newspaper print, upon wood pulp, and other articles which enter into the manufacture of paper.

The American Newspaper Publishers' association has adopted resolutions demanding the repeal of all laws calculated in any way to foster or protect the paper trust. The Pennsylvania State Editors' association have passed similar resolutions, as follows:

"Resolved, By the Pennsylvania State Editorial association. That no trust should be fostered by legislation, such as tariff duties; in other words, that, if trusts are honestly organized to reduce expenses, and consequently, the cost of products, they should depend upon their own business sagacity, not upon protection given to them by the government.

"Resolved, That, holding this belief as to all trusts, and believing that the recent increase in the cost of white paper and type metal is due, in part at least, to the organization of trusts, and that it is made possible by tariff duties, we appeal to congress to repeal such tariff duties as serve to protect the trusts in their extortionate charges."

The Colorado State Editorial association declared against the paper trust in the following emphatic terms:

"In the paper trust we recognize only an enemy to the newspaper publishers and readers, and therefore to society and good government. By combining to destroy competition in the manufacture of paper and thereby unduly to raise the price to the publisher, it has forfeited all claim to the consideration and bounty of the government, and it is the plain duty of congress to repeal all laws that tend to enable the trust to carry out its nefarious system of plunder.

"To the end that the newspapers of the United States may free themselves in part, at least, from the exactions of the paper trust, we demand that the congress of the United States shall immediately repeal all duties on paper, upon wood pulp for the manufacture of paper, and upon every other article that enters materially into the manufacture of paper, and we will consider as our enemies every senator and congressman who shall fail to do his utmost to repeal such laws at the present session of congress."

The Missouri Press association, at its recent meeting, adopted a resolution authorizing the drafting of a memorial to congress against the paper trust, in words as follows:

"Whereas, It is alleged that the heavy advance in the price of print paper is the work of the International Paper company, and that the tariff of \$6 per ton upon white paper and \$1.67 per ton on wood pulp is to the advantage of said trust in fixing higher prices on paper; therefore, be it

"Resolved, That the president and secretaries of this association be and are hereby instructed to prepare a memorial asking congress to provide legislation placing white paper and the material from which it is made, upon the free list, and such other legislation as will prohibit combinations and trusts of like nature; that we cordially indorse the action of Hon. Champ Clarke and Hon. Dorsey W. Shackleford in introducing bills in congress removing this tariff from white paper, as well as other congressmen who are aiding such legislation, and we hereby earnestly petition our senators and representatives to heartily support this and all similar measures."

The above are only samples of resolutions adopted by other State Press associations, and are commended to the National Editorial Association, with the suggestion that some action be taken against the great paper trust.

BUSINESS IN OUR BUSINESS.

It is true, and pity it is, that newspapers, as a rule, are lacking in correct business methods, a fact that the public is not slow to learn and profit by. We need more business in our business, and should conduct our papers upon the same business principles as are applied to other enterprises. The lack of such rules has brought the newspaper business into disrepute, and practically bankrupted many worthy publishers. An old and successful publisher has agreed to read a paper under this heading, which will doubtless be one of the most interesting of the meeting; and by its discussion, many new and valuable thoughts will be developed.

FRATERNAL DELEGATES.

Following a line of precedent, your president, in September last, appointed from the membership of this association a list of fraternal delegates to the National Typothetae, which held its annual meeting in New Haven, Conn. A report will be made by those attending the meeting, and the proceedings of the Typothetae should interest every publisher, as the association deals largely with the important question of labor and other matters affecting the interest of publishers.

QUESTION OF REPRESENTATION.

Notice has been given that another effort will be made at this meeting to change Article 3, Section 1, of the constitution so that representation will be restricted to state and territorial associations only. This matter has been brought up at several meetings, and ably argued on both sides. Desiring to treat all parties with absolute fairness and strict impartiality, your chairman will endeavor to appoint a liberal, conservative committee on constitution, to whom all contemplated changes in the instrument must be referred.

THE NEWSPAPER DIRECTORY FIEND.

The newspaper directory fiend is again in the land. This fertile genius comes around regularly every year, in and out of season. He springs up with every new agency, and sings his siren song to the unsuspecting publishers. The advertising agency that has no newspaper directory is a sad and lonesome concern. It is behind the times, not up-to-date, and will be compelled, sooner or later, to go into involuntary bankruptcy. The directory scheme, fraud and swindle that it generally is, is about all the assets some agencies have. Of course all publishers know the purpose, object and aim of the average directory—to gull publishers by exchanging worthless space for advertising bills. There are a few creditable directories, which are carefully edited and are really valuable mediums, as they contain information that advertisers desire, but most of them are humbugs, and printed for no other purpose than to secure credit in newspaper offices, used to place cash advertising on an exchange basis. Give them a wide berth.

AN EXTRAORDINARY PROPOSITION.

An association styling itself the "Association of American Advertisers," has recently sent to publishers a most extraordinary proposition. The main purpose of the association is explained in its circular to be to "establish the actual circulation of newspapers," and it might have added because it did not believe the statements of the publishers. The letter of the secretary modestly says: "I am instructed to ask if you would be willing to submit your books and records to the inspection of an accredited representative of the association, at any time that might be selected by the association during the present year, without further notice?" This possibly exceeds in cheek any proposition ever before submitted to the press of the country. This association is made up of two or three dozen advertisers, but it would be difficult to find three of their advertisements in the same paper. There should be but one answer to the question, "No." Why should we permit a class of men to prowl around our office who have little or no representation in our advertising columns? This only shows to what extremes ad-

vertisers will go if permitted, and the little confidence they have in publishers.

PUBLISHERS' UNIONS.

The advertising agent is a resourceful genius. If he can not induce a publisher to accept ink, type, space in directories or such other trade as his storehouse is usually filled with, and most of it worthless, he will endeavor, as a last resort, to induce him to subscribe to the publishers' union in payment of advertisements. These publishers' unions are gotten up for the same reason that most of the directories were conceived, to pay advertising bills, to take the place of cash. Beware of the publishers' unions, for as a rule they are a delusion and a snare, set to catch the unsuspecting.

TRADE ADVERTISEMENTS.

Trade advertisements should also be shunned, for they cheapen and tend to degrade our business. You can not pay printers, rent, paper bills, or feed a growing family on trade advertisements. There are rare exceptions where a trade advertisement might be made profitable, but as a rule they are a good thing to let alone. The paper that once establishes a reputation in the trade advertisement line soon forfeits its independence and stalwart manhood. Better sell your space for cash and pay for what you buy in the currency of the realm. And, speaking of independence, nothing pays so well in a newspaper unless it be politeness or civility; and the two combined prove a great capital. Independence, politeness, and firmness will do more to secure a good advertising contract than anything else. These prerequisites are absolutely necessary in the successful conduct of a newspaper.

PROCEEDINGS SHOULD BE PRINTED IN PAMPHLET FORM.

Your chairman would urge upon the association the necessity for printing an accurate report of our proceedings in pamphlet form, as well as in the official journal. This, an association that aims higher than most organizations, is perhaps the only national organization in existence that does not print its proceedings in an enduring form. It is made up of state and district associations, not one of which neglects to print its proceedings. The proceedings should contain only the actual record of the association, that which occurs within the convention hall, and the secretary should, in addition to the copy furnished the printer, record the proceedings in a book kept for this purpose, making a permanent record. This suggestion has been made before, but always defeated on the plea of lack of funds. Such an excuse should not be tolerated longer. If we have not sufficient funds to pay for this work, levy an assessment and raise it. We owe it to our association and ourselves, to the dignity of the position we occupy before the world, to have our proceedings printed. The plan adopted some years ago to make a complete stenographic report of our proceedings should not, under any circumstances, be abandoned, and when the stenographer is not furnished by the town in which we meet, he should be employed by the association.

LIBEL COMMITTEE.

The libel committee appointed to draft and submit a uniform libel law will report the result of their deliberations to this meeting, and their work should result in some tangible good, as the libel question is one in which we are all more or less interested. The report should be intelligently discussed, and some definite action agreed upon, as the committee, which has been continued for several years, should have matured some definite plan of action by this time.

THE LEGISLATIVE COMMITTEE.

The committee on legislation will also submit an important report, as they have made a careful examination of all matters before congress affecting the interests of publishers, and have important suggestions to make.

COMMITTEE ON NECROLOGY.

A committee on necrology has been appointed, and should submit their report during the present session. This committee made no report at the last meeting and, as a result, the records failed to show proper respect to our deceased members. This is a serious and important matter, and should be given earnest consideration.

BROADEN OUR ASSOCIATION.

It is a matter of regret that larger dailies, with a few honorable exceptions, neither affiliate with nor give this association proper recognition in their columns. Considering the national character, beneficial aims, and lofty purposes of our organization—the largest newspaper association in the world—this disposition to ignore us on the part of the larger dailies, and notably the Associated Press, to which many of our members belong, is cause of surprise, and suggests the thought that we should endeavor to broaden our association, and try to induce the leading dailies of the country to join it and become active members, for our interests are identical.

THE ASSOCIATION FLAG.

The officers of the association were authorized by the Portland meeting to take into consideration the suggestion of Col. D. H. Elliott, flag custodian, that the association flag be sent to Paris to be used at the unveiling of the statue of Lafayette, July 4, 1900; and will report the result of their decision to this meeting.

ANNIVERSARY MEETING.

Under the direction of the executive committee, your president has made up a program for anniversary evening, and has invited many distinguished ladies and gentlemen to take part. This will doubtless prove one of the most interesting events of this annual meeting, and should be attended by all members.

Asking your indulgence and support during the deliberations of the convention, with the pledge that every member shall be accorded courteous treatment, and given a hearing upon all



Group of Missouri Editors in Summer House at National Cemetery, Vicksburg.

questions that may come before the body, your president now declares the fifteenth annual session of the National Editorial association open, and awaits the pleasure of the convention.

Mr. James J. Gibbs then made a report for the committee on credentials, and moved the adoption of said report, which motion, being duly seconded, was put to the house and carried.

The report was as follows:

DELEGATES TO THE FIFTEENTH ANNUAL CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION, NEW ORLEANS, LOUISIANA, MARCH 1-3, 1900.

A star (*) preceding name of delegate indicates that he is accompanied by his wife or other person.
Two stars (**) indicate two persons.

OFFICERS:

President—*R. H. Henry, Clarion-Ledger, Jackson, Miss.
Vice Presidents—*Matt Parrott, Reporter, Waterloo, Iowa; *F. B. Baillio, Review, Cleburne, Texas; *Albert Tozier, Pythias, Portland, Oregon.
Corresponding Secretary—**J. M. Page, Democrat, Jerseyville, Ill.
Recording Secretary—*R. M. White, Ledger, Mexico, Mo.
Treasurer—**James G. Gibbs, Reflector, Norwalk, Ohio.
Past Presidents and Life Members—*B. B. Herbert, National Printer Journalist, Chicago, Ill.; C. H. Jones, Paper World, New York; A. B. White, State Journal, Parkersburg, W. Va.; James R. Bettis, 212 South Third street, St. Louis, Mo.; Charles A. Lee, Gazette and Chronicle, Pawtucket, R. I.; *E. W. Stephens, Herald, Columbia, Mo.; W. S. Capeller, News, Mansfield, Ohio; B. J. Price, Star and Times, Hudson, Wis.; Walter Williams, Herald, Columbia, Mo.; A. O. Bunnell, Advertiser, Dansville, N. Y.; R. H. Thomas, Farmers' Friend, Mechanicsburg, Pa.; Louis Holtman, Democrat, Brazil, Ind.; Joseph B. Maccabe, Argus, East Boston, Mass.
D. H. Elliott, flag custodian, Charleston, S. C.; W. E. Pabor, poet laureate, Fact, Denver, Colo.
Alabama, 8—*W. H. H. Judson, executive committeeman, Bessemer Weekly, Bessemer; *W. W. Screws, Advertiser, Montgomery; *Jacob Pepperman, Alabama Knight, Montgomery; Emil Lesser, Courier, Birmingham; J. A. Rountree, Dixie Manu-

facturer, Birmingham; I. A. Levy, Mirror, Forkland; **Mrs. M. B. Pierce, Times, Citronelle; J. B. Stanley, Advocate, Greenville.

Arkansas, 6—W. W. Folsom, executive committeeman, Gazette, Hope; G. W. Hendricks, Democrat, Lonoke; Powell E. Carden, Meteor, Malvern; Miss Myrtle Carden, Meteor, Malvern; Miss Willie Hicks, Democrat, Lonoke; Miss Annie Webb Folsom, Gazette, Hope.

California, 2—D. W. Ravenscroft, Courier, Petaluma; Paul W. Moore, News, Redland.

California, Southern, 2—Edgar Johnson, Tribune, Fullerton; R. E. Nickel, Rooster, Acton.

Colorado, 5—Wolfe Londoner, Cyclone Cellar, Denver; *W. C. Calhoun, Illustrated Weekly, Denver; **F. J. Arkins, Times, Cripple Creek; T. M. Patterson, Rocky Mountain News, Denver; L. Gaylord, Evening Telegraph, Colorado Springs.

Connecticut, 3—Geo. C. Woodruff, executive committeeman, Enquirer, Litchfield; J. A. Bolles, Gazette, New Milford; H. B. Hale, Gazette, East Hartford.

Delaware, 1—*Robert G. Houston, executive committeeman, Republican, Georgetown.

Idaho, 2—T. G. Reese, Times, Moscow; Miss Jessie Davis, Press, Kalama.

Illinois, 17—*W. H. Hainline, Journal, Macomb; Geo. W. Cyrus, Journal, Camp Point; *F. E. Pinkerton, Public, Clinton; *J. J. Penny, Independent, Murphysboro; *F. S. Greenleaf, Journal, Savana; *C. C. Chain, Democrat, Bushnell; **Geo. W. Harper, Argus, Robinson; *Miss F. E. Wright, Herald, Hinsdale; *S. W. Culp, Times, Morrisonville; *W. W. Lewis, Advocate, Greenville; *J. S. Abbott, Constitution, Robinson; *J. A. Mehlhop, Democrat, Havana; *C. E. Hull, Advocate, Salem; C. D. Tufts, Democrat, Centralia; F. H. Hall, News, Joliet; C. W. Tietz, Messenger, Medora; *H. Jayne, Courier, Taylorville.

Illinois—Democratic, 1—C. J. Lumpkin, executive committeeman, Enquirer, Carlinville.

Illinois—Military Tract, 4—Miss Effie M. Coulson, proxy for J. C. Coulson, executive committeeman, La Harper, La Harpe; *L. S. Reid, Review, Dallas City; I. A. Ewing, Review, Monmouth; *Jos. F. Moore, Review, Monmouth.

Illinois—Republican, 2—W. L. Jones, executive committeeman, Journal, Lebanon; W. E. Craft, Gazette, Virginia.

Illinois, Southern, 1—H. D. O'Brien, executive committeeman, Picket Guard, East St. Louis.

Illinois—Woman's, 5—*Mrs. Fannie M. Harley, Universal Truth, Chicago; *Mrs. Amelia S. Sullivan, West End Advocate, Chicago; *Mrs. Frances E. Owens, The Chef, Chicago; *Mrs. Cynthia A. Mead, Standard, Galva; *Mrs. E. Jeannette Abbott, Argus, Sandwich.

Indiana—Democratic, 9—*B. F. Louthian, executive committeeman, Pharos, Logansport; F. A. Arnold, Star-Press, Greencastle; *John W. Barnes, Pharos, Logansport; *E. E. Cox, Telegram, Hartford City; *A. B. Crampton, Citizen, Delphi; *W. S. Chambers, Democrat, Newcastle; **B. F. McKey, Pioneer, Lebanon; *Luther Short, Democrat, Franklin; W. H. Campbell, Telegram, Hartford City.

Indiana, Northern, 3—F. W. Willis, executive committeeman, Press, Waterloo; C. B. Unger, News, Middletown; *George Barnes, Journal, Logansport.

Indiana—Republican, 7—*S. N. Cragun, executive committeeman, Patriot, Lebanon; Will Beeson, Journal, Winchester; *Will H. Craig, Ledger, Noblesville; J. A. Kemp, Leader, Salem; M. E. Garber, Courier, Madison; Henry Geisler, Times, Hartford City; E. O. Rose, Magnet, Angola.

Indiana, Southern, 4—*J. W. Cockrum, executive committeeman, Journal, Oakland City; L. G. Newby, Tribune, New Castle; C. W. Thomas, Democrat, Corydon; *J. P. Cox, Messenger, Owensville.

Inland Dailies, 5—*A. W. Glessner, executive committeeman, Gazette, Galena, Ill.; *P. S. McGlynn, Despatch, Moline, Ill.; *F. R. Gilson, Palladium, Benton Harbor, Mich.; Jas. J. LaVelle, Argus, Rock Island, Ill.; *G. T. Campbell, Argus, Owosso, Mich.

Iowa, 5—C. M. Junkin, executive committeeman, Ledger, Fairfield; *A. W. Lee, Courier, Ottumwa; **F. S. Verbeck, Eagle, Vinton; **W. F. Parrott, Reporter, Waterloo; *I. A. Nichols, Citizen, Iowa Falls.

Iowa, Fifth District, 1—*E. E. Taylor, executive committeeman, Star-Clipper, Traer.

Iowa, Northeast, 2—*Sam G. Sloane, executive committeeman, Citizen, Charles City; G. P. Linn, Gazette, Sumner.

Iowa, Upper Des Moines, 2—A. M. Adams, executive committeeman, Independent, Humboldt; *W. I. Branegan, Democrat, Emmetsburg.

Kansas, 12—W. H. Nelson, executive committeeman, Pioneer, Smith Center; *Arthur Capper, Mail and Breeze, Topeka; Ewing Herbert, World, Hiawatha; *Charles Sprague, Mirror, Olathe; W. T. McElroy, Union, Humboldt; *Belle L. Harbaugh, Republican Record, Erie; H. A. Perkins, Nationalist, Manhattan; Edith Meridith, Interior Herald, Hutchinson; John C. Nicholson, Kansan, Newton; L. F. Randolph, News, Nortonville; Byron Cain, News, Belle Plaine; E. J. Westgate, Sentinel, Garden City.

Kansas, North Central, 1—Gomer T. Davies, Kansan, Concordia.

Kansas, Seventh District, 3—*J. E. Junkin, executive committeeman, Bulletin, Sterling; *Gerald Volk, Register, Wichita; W. Y. Morgan, News, Hutchinson.

Kentucky, 6—J. G. Craddock, executive committeeman, Ken-

tuckian-Citizen, Paris; John H. Westover, Courier, Williams-town; *M. F. Conley, Big Sandy News, Louisa; D. B. Wallace, Independent, Warsaw; Charles Hart, Sun, Morganfield; J. M. Allen, Courier, Cynthiana.

Louisiana, 3—J. G. Trimble, executive committeeman, Gazette, Farmerville; John McGrath, Truth, Baton Rouge; L. E. Bentley, Chief, Donaldsonville.

Maine, 2—*J. M. S. Hunter, executive committeeman, Chronicle, Farmington; *C. W. Robbins, Enterprise, Old Town.

Massachusetts, 7—*Ernest H. Pierce, executive committeeman, Journal, Revere; *J. S. Baldwin, Spy, Worcester; Louise L. Barrows, News, Jamaica Plain; Edith A. Winship, Journal of Education, Boston; *L. W. Puffer, Record, Stoughton; Francis Proctor, Times, Gloucester; **Geo. W. Prescott, Patriot, Quincy.

Michigan, 5—Fred Slocum, executive committeeman, Advertiser, Caro; **L. A. Sherman, Times, Port Huron; *H. A. Hopkins, Republican, St. Clair; *A. L. Bemis, Gazette, Carson City; *J. N. McCall, Herald, Ithaca.

Minnesota, 5—*Chas. J. Berryhill, Review, St. Paul; *H. I. Peterson, Independent, Litchfield; *Irving Todd, Gazette, Hastings; Julius Thorson, Monitor, Benson; John C. Wise, Review, Mankato.

Minnesota, Northwestern Publishers, 6—Joseph Leicht, executive committeeman, Westlicher Herald, Winona; Frank Zins, Nordstern, St. Cloud; H. E. Boen, Fergus Globe, Fergus Falls; *Phil A. Kaufer, Gazette, Red Lake Falls; *J. C. Norby, Herald, Ada; *C. F. Spencer, Press, Atwater.

Mississippi, 9—James H. Duke, executive committeeman, Herald, Scooba; P. K. Mayers, Democrat-Star, Scranton; J. A. Richardson, Tocsin, Indianola; J. L. Power, Post, Vicksburg; Miss Brinkley Vinson, Herald, Scooba; Dr. B. F. Passmore, Times, Canton; Chas. Moreau, Mirror, Bay St. Louis; P. E. Williams, Head Block, Lumberton; Miss Marie W. Henry, Clarion Ledger, Jackson.

Missouri, 7—W. T. Jenkins, executive committeeman, Landmark, Platte City; **W. O. L. Jewett, Democrat, Shelbyna; *S. A. Pierce, Pointers, Kansas City; C. E. Stewart, Brunswick, Brunswick; Grant Comfort, Independent, Liberal; W. C. Van Cleve, Record, Springfield; W. R. Painter, Democrat, Carrollton.

Missouri, Northeast, 2—W. D. Thomas, Sun, Fulton; C. P. Vandiver, Courier, Keytesville.

Missouri, Northwest, 1—H. E. Robinson, executive committeeman, Republican, Maryville.

Missouri, Southwest, 1—J. G. Newbill, Express, Springfield.

Nebraska, 5—P. A. Williams, Review, Riverton; *F. P. Morgan, Register, Chappell; G. C. McAlister, Register, Chappell; S. E. Cobb, Enterprise, Emerson; A. J. Langer, Republican, West Point.

New England, Suburban, 8—*William F. Jarvis, executive committeeman, Journal of Education, Boston, Mass.; *E. A. Hall, Gazette, Greenfield, Mass.; *J. S. Smith, Standard, Rockland, Mass.; *Geo. C. Fairbanks, Bulletin, Natick, Mass.; *Chris. H. Wells, Free Press, Somersworth, N. H.; *C. T. Fairfield, News, Rutland, Vt.; T. P. Wilson, Star, Winchester, Mass.; L. W. Brewster, Journal, Portsmouth, N. H.

New Jersey, 1—H. C. Page, executive committeeman, Herald, Bayonne.

New York, 8—H. J. Knapp (proxy for F. B. Garrett), executive committeeman, Advertiser, Auburn; *J. H. Farrell, Times-Union, Albany; **G. A. Willard, Herald, Boonville; **W. H. Greenhow, Times, Hornellsville; J. P. Herrick, Breeze, Bolivar; Henry Stowell, Reveille, Seneca Falls; A. E. Blunk, Republican, Johnstown; *J. H. Smith, Press, New Rochelle.

North Carolina, 7—Henry B. Varner, executive committeeman, Despatch, Lexington; J. B. Whitaker, Jr., Sentinel, Winston-Salem; **J. B. Sherrill, Times, Concord; *H. C. Martin, News, Lenoir; *H. A. London, Record, Pittsboro; T. N. Ivy, Advocate, Raleigh; W. C. Dowd, News, Charlotte.

Ohio, Associated Ohio Dailies, 6—H. R. Snyder, executive committeeman, Citizen, Urbana; *John M. Amos, Jeffersonian, Cambridge; L. R. Alderman, Register, Marietta; *J. O. Amos, News, Sidney; *James C. Diedrick, News-Democrat, Canton; *J. R. Alexander, Signal, Zanesville.

Ohio, Buckeye, 5—*W. A. Ashbrook, executive committeeman, Independent, Johnstown; Carl A. Jettinger, Kleeblatt, Delphos; *C. R. Callaghan, Gazette, Bellevue; *C. C. Fowler, Dispatch, Canfield; *J. A. Bastable, Press, Kenton.

Ohio, Editorial Association, 5—C. B. McCoy, executive committeeman, Age, Coshocton; *J. F. Laning, Legal News, Norwalk; J. P. Mahaffey, Herald, Cambridge; B. J. McKinney, Times, Marietta; W. C. McClintock, Star, Lebanon.

Ohio, Hocking and Ohio Valley, 1—W. H. McCabe, Standard, Coshocton.

Oklahoma, 10—*Wm. E. Bolton, executive committeeman, Live Stock Inspector, Woodward; F. H. Greer, State Capital, Guthrie; *L. G. Niblack, Leader, Guthrie; **F. T. Cook, Herald Sentinel, Cloud Chief; Tom Woosley, Enterprise, Mulhall; J. W. Lawton, Bee, Arapahoe; T. F. Hensley, Democrat, El Reno; Lon Wharton, Sentinel, Perry; *Ralph Milleson, News, Woodward; *R. Q. Blakeney, Daily Oklahoman, Oklahoma City.

Oregon, 8—*A. W. Cheney, Courier Herald, Oregon City; *Rose D. Michell, Chronicle, The Dalles; *Laura E. Jones, Watchman, Drain; Eva Steel, Medical Sentinel, Portland; Annie Oglesby, Daily Register, Eugene; Arthur Conklin, Mining Journal, Grant

Pass; *Carl Roe, Chieftain, Enterprise; *D. I. Asbury, Reporter, McMinnville.

Oregon, Portland Press Club, 6—Frank Lee, executive committeeman, Pacific Farmer, Portland; P. A. Binford, Young American, Portland; Miss C. Buffington, Pacific Farmer, Portland; Mrs. Edyth Tozier Weatherred, Telegram, Portland; Geo. L. Peaslee, Drug Review, Portland; *Will G. Steel, Native Son, Portland.

Peninsula, 1—*F. G. Usilton, executive committeeman, News, Chestertown, Md.

Pennsylvania, 13—J. Irvin Steele, executive committeeman, Telegram, Ashland; *A. B. Burke, Public Ledger, Philadelphia; Deitrick Lamade, Grit, Williamsport; *W. H. Holmes, Splinters, St. Clair; *H. P. Snyder, Courier, Connellsville; *J. M. Laird, Argus, Greensburg; *R. B. McKee, Journal, Freeport; *Hiram Young, Dispatch, York; J. Barton Cheyney, Ladies' Home Journal, Philadelphia; Elizabeth Christman, Reporter, Washington; *E. L. Christman, Reporter, Washington; ***Wm. Rodarmel, Correspondent, Harrisburg; Theodore Hart, Gazette, Pittston.

Rhode Island, 1—*Walter B. Frost, Manufacturing Jeweler, Providence.

South Carolina, 2—James A. Hoyt, executive committeeman, Mountaineer, Greenville; J. C. Hemphill, News and Courier, Charleston.

South Dakota, 6—*C. R. Tinan, executive committeeman, Graphic, Kimball; C. C. Fletcher, Democrat, Aberdeen; *C. F. Allen, Press, Brookings; *C. E. Nevin, Advocate, Laurel, Nebraska; *T. B. Roberts, Chronicle, Armour; **Harry Wentzy, Press, Pukwana.

Tennessee, 3—Lynch Perry, executive committeeman, Democrat, Columbia; J. W. N. Burkett, Dispatch, Jackson; E. C. Perry, Democrat, Columbia.

Texas, 12—*Will H. Neel, executive committeeman, Telephone, Dublin; E. P. Holland, Farm and Ranch, Dallas; G. C. Rankin, Christian Advocate, Dallas; C. N. Ousley, Tribune, Galveston; *C. F. Lehman, Herald, Hallettsville; Jasper Collins, Watchman, Carthage; A. H. Freeman, Graphic, Grandview; E. W. Harris, Herald, Greenville; Eugene Moore, Empire, Stephenville; *J. L. McCaleb, Javalin, Carrizo Springs; *Ernest Goeth, Sticker, Schulenburg; Mrs. Olive B. Lee, Lee's Texas Magazine, Dallas.

Texas, Northwest, 1—*W. A. Johnson, executive committeeman, Herald, Memphis.

Utah, 1—I. E. Diehl, executive committeeman, Record, Mammoth.

Virginia, 4—Fulton Kegley, executive committeeman, Southwest, Bland; W. M. Pierce, Messenger, Christiansburg; J. H. Lindsay, Progress, Charlottesville; C. R. Williams, Advance, Radford.

Washington, 11—Will A. Steel, executive committeeman, Post-Intelligencer, Seattle; *Jos. A. C. Brant, Columbian, Vancouver; A. P. Tugwell, Sun, Tacoma; F. D. Schnebly, Localizer, Ellensburg; *B. M. Price, Capital, Olympia; S. L. Alexander, Free Press, Cheney; Frank B. Cole, West Coast Lumberman, Tacoma; *E. B. Piper, Oregonian, Seattle; Mrs. N. W. Durham, Spokesman-Review, Spokane; C. W. Gorham, Tribune, Snohomish; F. R. Baker, Herald, Seattle.

West Virginia, 6—M. G. Sperry, executive committeeman, News, Clarksburg; Miss May Morgan, Argus, Kingwood; *S. Jacob, Jr., Herald, Wellsburg; *H. C. Sample, Free Press, Fairmont; *W. S. Wiley, Democrat, New Martinsville; G. M. Fleming, Banner, Buckhannon.

Wisconsin, 16—T. J. Cunningham, executive committeeman, Independent, Chippewa Falls; Leslie Wilson, Independent, Chippewa Falls; *F. T. Yates, News, Washburn; *H. L. Hoard, Hoard's Dairyman, Fort Atkinson; *H. E. Cole, News, Baraboo; *F. W. Coon, Reporter, Edgerton; *W. E. Carpenter, Record, Waupaca; *C. S. Taylor, Shield, Barron; *E. Hurlbut, Free Press, Oconomowoc; *H. W. Meyer, Valks Freund, Appleton; John Nagle, Pilot, Manitowoc; Miss Hattie Moberg, Advocate, Amherst; *H. W. Bolens, Star, Port Washington; *F. B. Brown, Republican, Oconomowoc; *C. G. Stark, Journal, Berlin; U. S. Bailey, Times, Chippewa Falls.

Wyoming, 4—*G. W. Perry, executive committeeman, Republican, Rawlins; J. Roy Williams, Boomerang, Laramie; *C. P. Arnold, Boomerang, Laramie; *R. A. Smiley, Independent, Rock Springs.

Fraternal Delegate—W. F. Hall, Chicago, Ill., from The United Typothetae of America.

Member Legislative Committee—*L. C. Taylor, Alexandria, S. D.

On Program—Mrs. Janie Stewart Boyesen, Chicago, Ill.

Associations represented	64
Total voting strength of convention	331
Officers	7
Executive committeemen and delegates.....	318
Past presidents and life members.....	15
Ladies and others with delegates.....	181
Total membership of convention	523

JAMES G. GIBBS, Ohio, Chairman.

J. E. JUNKIN, Kansas.

A. B. BURKE, Pennsylvania.

W. A. STEEL, Washington.

W. W. FOLSOM, Arkansas.

Committee on Credentials.

By Mr. E. W. Stevens of Missouri—I move that the address of the president be referred to such committee or

committees as he in his judgment might think fit to appoint, with the request that they take up the suggestions contained in his paper and report at this meeting.

By the President—There is a committee already, I believe, appointed at Portland, under the head of Officers' Report. I expect that it will probably take the place of the motion. Shall I appoint the committee—the committee that Mr. Stevens refers to? The committee suggested by Mr. Stevens of Missouri will consist of J. W. N. Burkett of Tennessee, Wolfe, Londoner of Colorado, J. M. S. Hunter of Maine, Miss Edith Meredith of Kansas, H. C. Page of New Jersey.

Mr. R. M. White moved that all resolutions be referred to the proper committees without being read. Motion adopted.

The chairman then announced other committees as follows:

Committee on Program—Joseph Leicht of Minnesota, Mrs. E. Jeannette Abbot of Illinois, Miss Delia Amos of Ohio, Mr. W. M. Pierce of Virginia.

Committee on Constitution—E. W. Stevens of Missouri, W. E. Bolton of Oklahoma, J. H. Smith of New York, J. W. Cockrum of Indiana, T. J. Cunningham of Wisconsin.

Committee on Resolutions—W. W. Severs of Alabama, Mrs. Edyth Weatherred of Oregon, F. A. Arnold of Indiana, L. A. Sherman of Michigan, J. C. Hemphill of South Carolina.

Committee on Finance—A. W. Glessner of Galena, Ill.; T. J. Laning of Norwalk, Ohio; J. L. Power of Mississippi, J. Irvin Steele of Pennsylvania, R. J. Houston of Delaware.

Committee on Ways and Means—W. F. Jarvis of Boston, M. G. Sperry of West Virginia, C. F. Lehman of Texas, D. W. Ravenscroft of California, H. B. Hale of Connecticut.



In Front of the Old State Capitol, Jackson, Miss.

Col. J. L. Powers, the nestor of Mississippi editors and Secretary of State, with group of citizens.

Committee on Necrology—F. G. Usilton of Maryland, M. F. Conley of Kentucky, M. B. Pierce of Alabama, C. T. Fairfield of Vermont, J. G. Trimble of Louisiana.

Committee on Legislation—Garry A. Willard of New York, L. C. Taylor of South Dakota, H. B. Varner of North Carolina, E. H. Pierce of Massachusetts, A. J. Langer of Nebraska.

The president then stated that these were all the committees, except the committee on legislation, which is a standing committee.

The president stated that he desired to call out the list of names of those who had been appointed to read papers. This disclosed the fact that several of the gentlemen mentioned on the list were absent; but among them it appeared that Mr. Lynch Perry of Tennessee and Mr. C. J. Kendrick

of Arkansas had sent their papers to be read, whereupon some member moved that the papers of Mr. Perry and Mr. Kendrick be read by the gentlemen in whose hands they were. This gave rise to some discussion, the president stating that there had been a resolution adopted to the effect that no papers be read at the anniversary meeting, except by those by whom they were prepared, but concluding that the matter was in the hands of the assembly, as it could not be bound by a resolution of a committee. Some member then moved to lay the matter on the table, subject to call. This motion was carried.

The convention then adjourned until 2 o'clock p. m.

AFTERNOON SESSION.

March 1.

On the meeting being called to order, Mr. Stevens of Missouri made the following motion:

"Mr. Chairman: When I made the motion this morning to lay the motion to read Mr. Perry's address on the table, I did so in order that we might begin the regular program this afternoon. This morning's session was a preliminary one entirely, and, as we have no regular program, we must have one, and I move, first, that we adopt the program as printed in the National Printer-Journalist and proceed with that order; and, second, that the papers of gentlemen who are absent, and which have been sent here, be read by their representatives in the order in which they appear on the program."

This motion was duly seconded and carried.

The first paper read was that of Mr. A. W. Lee, editor and owner of the Courier, of Ottumwa, Iowa, on "The Best Method of Securing Circulation for a Local Daily," which follows:

BEST METHOD OF SECURING CIRCULATION FOR A LOCAL DAILY.

By H. W. Lee, Ottumwa, Iowa.

When President Henry invited me to address the National Editorial Association upon "The Best Method of Securing Circulation for a Local Daily," he evidently was attending strictly to business, and thinking only of business. The subject calls neither for rhetoric nor oratory. It admits of no flights of fancy or display of sentiment. It contains no elements of passion, politics or partisanship. It does not come within the range of editorial courtesy, or even the mildest of newspaper warfare; it offers no opportunity for heated discussion; it is indeed a cold, hard, matter-of-fact business proposition, which persists in thrusting itself day after day upon the progressive publisher, who, the more he thinks about it, the more he is not sure that he has solved the problem correctly, or indeed that he has ever solved the problem at all.

If I held in my possession a dead sure method for securing circulation for a local daily, regardless of quality or conditions, there would be "millions in it," and I would immediately organize a newspaper trust, in which I would be president, vice president, secretary, treasurer, chairman of the board of directors, and stockholder, all in one. That trust would at once proceed to do business, and it would not give the snap away, either, even upon so courteous an invitation as that extended me by our honorable President.

Speaking of trusts, if you will permit a slight digression. So far as the yearly profits of the local daily are concerned, the print paper trust cuts no figure alongside of the guileless and childlike trust of the country editor, in the belief that the average subscriber and advertiser will always pay his bill when due, or at any time whatsoever. One of the most imperative needs of the newspaper today is the expansion of cash transactions and the limiting of credits to reasonable and proper bounds. We all extend credit too readily and indiscriminately, and the result is a sorry showing each year, on the debit side of the profit and loss account, when a long and melancholy array of dead beats are charged off. But to proceed with the business in hand: What is the BEST method of securing circulation for a local daily? Generally speaking, there are six requirements that must be met in order to solve this problem with any degree of success. They are:

First—Print a good local newspaper.

Second—Print a better local newspaper.

Third—Print the best local newspaper.

Fourth—Solicit intelligently all the time.

Fifth—Make systematic collections frequently and require every subscriber to pay for the paper.

Sixth—If the subscriber does not pay, stop the paper.

These six requirements I hold to be absolutely essential to any considerable degree of newspaper success. Building up the circulation of any local daily is nothing more nor less than selling the news. In order to sell the news, you must have

it on sale. So, like our colored friend who started out to tell how to carve a possum, "First, catch your possum, and then cook him." In order to sell the news, you must "first get the news which the people want, and then present it in interesting, readable shape." What, then, constitutes a good local newspaper; what will make it a better local newspaper; and when will it reach the superlative degree of being the best local newspaper.

I am one of those who hold that the publication of a local newspaper is a business enterprise pure and simple. A newspaper should be, in no sense, an eleemosynary institution; it should not be controlled by, or be subject to, the dictation of any person, faction or party, excepting only its owner. The latter should conduct it along honorable, straightforward and truthful lines, and should make it a commercial enterprise of the highest character. It should be the synonym of business probity, unimpeachable integrity and absolute fair dealing. There should be no claim that it is conducted for the public benefit any more than are banks, dry goods stores, manufactories or any other commercial enterprises which supply to the public, for a fair and reasonable compensation, those things which the public wants and needs. A good local newspaper is a business enterprise, conducted for the financial benefit of the person who owns it, and should ask and receive patronage, solely upon the intrinsic merit and value of the commodities which it has to sell. What are these commodities?

First, and primarily, the NEWS.

Second, and incidentally, advertising space.

The NEWS is the principal, the most important, and the most valuable commodity sold by the successful local newspaper. Possibly there may be those who will challenge this statement, but twenty years' successful experience in publishing a local daily has convinced me that it cannot be successfully controverted. The NEWS is all-important, and the good local newspaper is the one which fills its columns to overflowing with the news of the community in which it is published. This is the news which I firmly believe 99 per cent of the people who buy that paper want and pay for. The better local newspaper covers its local field still more carefully and publishes still more local news. The best local newspaper has its local department so organized that no item of news will escape its corps of reporters and correspondents. This organization should comprise a comprehensive plan to cover, not only the community or city in which the paper is published, but should extend to the surrounding county, and adjacent towns and counties, so as to embrace, practically, the entire field in which the paper circulates. The public will soon come to recognize that while the news may be found in other papers (for we all have competition, and it would not be well for us if we did not have) the public, we say, will soon recognize that the news will always be published at the earliest possible moment, and that with the greatest accuracy in this newspaper which we are talking about, viz: The best local newspaper. In other words, the best local newspaper will organize a news service of its own, so that it can say truthfully that no paper on earth successfully competes with it in securing and publishing the news of its own territory. It is assumed, of course, that every local daily will publish, in some form, the telegraphic news of the day. Those whose business will warrant it, will use the regular Associated Press, or other telegraphic news service. The papers published in smaller towns will use the excellent plate telegraphic service of the American Press Association or the A. N. Kellogg Newspaper Company. In this case it should always be supplemented with brief telegraphic specials, covering any matter of general news of great importance that may happen on the day or night of publication. The rule of every publisher of a local daily should be to assume that his subscribers read no other newspaper; and then see to it that no item of news the world over fails to have some representation in that paper. In other words, if the subscriber takes no other paper excepting the local daily, he should be intelligently informed as to everything of importance that is happening on the face of the earth. But after all, in these days of fast mail and cheap metropolitan papers, the matter of vital importance to the local daily is the local news. This is what the local publisher sells, and if he does not keep it on sale he never will, and never can, build up a circulation. "Local news, that's it," should be the shibboleth of the publisher of every local daily. Sensationalism should be strictly avoided, and the most exact accuracy and truthfulness in the securing and preparation of news, should be rigidly insisted upon. I would not keep in my employ a day a reporter, or editor, who would knowingly permit an untruthful statement to be made in my paper; nor will I retain in my employ anyone who will not take the time and most exacting care to secure the facts and state them accurately. Inaccuracy in the presentation of news means disaster and ruin for the publisher. The public buys a newspaper to learn facts. When it finds therein senseless exaggerations, careless and unreliable statements, or willful misrepresentations, it not only will not continue to buy such a newspaper, but will refuse to accept it for any length of time, even if sent free of charge.

In my own newspaper (an afternoon daily, published in a city of 20,000 people), local news has the right-of-way over

everything else, excepting only the most important telegraphic matter, during the two hours before going to press. Editorial, miscellany, correspondence, press notes, advertising, everything in fact that goes to make up the daily paper, must, in my office, give way to local news. In the larger factories and railroad shops, I have special correspondents, who furnish the news generally of these establishments, but particularly and specifically the news of the men and women who are employed therein. A standing rule requires that a reporter from my paper shall personally visit every home in the city on the occasion of a wedding or a death (unless the latter results from a contagious disease), and secure for publication the desired facts. There is no way in which a newspaper can make more sincere and lasting friendships than by the proper handling of deaths and weddings. Reporters are prone to pay too much attention to the comings, goings and doings of people of wealth and social prominence, and too little to the masses. The best local newspaper will be so conducted as to be of di-

opinions and stand firmly by them, but he should rigidly confine all expression of opinion to the editorial columns, and see to it that absolute impartiality is preserved in publishing all matters of news. A People's Pulpit column, wherein any one can, over his own signature, and in a proper manner, express any opinion, no matter how much it may differ from that of the editor, is a great assistance to the subscription solicitor. When the solicitor finds a party who doesn't like the editor, thinks he's a crank, and knows he is an offensive partisan, it is a wonderful palliative to be able to say, "The editor has his opinions and stands by them, but he respects yours, and those of every other honest man. Write out your ideas over your own signature and he will gladly publish them."

The publisher of the best local daily will rigorously avoid personalities. The editor who uses the columns of his own paper to vent personal spite, or dislikes, is as foolish as a merchant would be to take a position out in front of his establishment and loudly and publicly berate anyone in a community whom



A Second View Showing Editors in Front of Headquarters, St. Charles Hotel, New Orleans.

rect personal interest to just as large a number of people in the community as it is possible to make it. Workman Jones does not cut a very big figure in the community, excepting of course at election time, but when Workman Jones' daughter gets married, or to a still greater degree, when Workman Jones' little boy dies, there is nothing in the world of so much interest to him, his family, and all their relations as these events. If they are properly noticed (not effusively or at length), by the local paper, Workman Jones will gratefully remember it as long as he lives. Furthermore Workman Smith, his neighbor, will notice it and will appreciate it, too. And thus the work of circulation building is made sure and lasting. Any scheme of circulation building that does not count on securing the friendly support of the laboring man, cannot hope of success. He is the big part of the community and numbers are vitally essential to the large subscription list. For this reason, if no other, the best local newspaper will avoid acrimonious political discussions. The editor will have

he does not like. News is news, whether it applies to friend or foe. The business of the publisher is to supply the news.

Though I am considerable of a crank on the subject of local news and believe that a local paper cannot publish too much of it, still I will readily admit that there are other things which should also appear in the best local daily. It took me years to find out that I was starving my readers in the matter of miscellaneous reading matter. This was a mistake, which I am convinced, has cost me many a good dollar. Less than a year ago I began the publication, for my Saturday edition, of a four-page supplement, containing one page of continued story, one page of illustrated humorous, one page of illustrated miscellany, and one page on which there are three columns of "Farm and Garden," and four columns of short, complete stories. This same supplement I also run in the weekly edition. The results have been exceedingly gratifying and I would not think of discontinuing this feature. Though it costs me over \$1,300 per year, I am confident that it pays. It has

been a powerful lever in securing new subscribers, and in holding old ones. There is much more that I might say about what goes to make up the best local daily. I have only mentioned those things which I regard as vitally essential, and which must form the foundation for successful effort in the line of circulation building. To sell the news you must have the kind of news on sale which the people want to buy.

My fourth rule in circulation building, is intelligent soliciting all the time. Less than ten years ago, when I purchased the Ottumwa Courier, it had, in a city of 15,000 people, a total daily circulation of 575. To-day, with 20,000 people, it has a circulation of over 3,500. It was the declaration of my predecessor, an influential and forceful editor of the old school, that he had never solicited any one to take his paper. It is my solemn declaration, made here and now upon this interesting occasion, that if there is anyone in the community in which I live who has not been asked to take my paper, I am firmly convinced that he is resting under ground, among the calm and peaceful shades of our city cemetery. But soliciting, to be effective, must be intelligently done, and the same ground must be gone over again and again. By intelligent soliciting, I mean that the solicitor must know what he is selling, and be able to demonstrate that he has a better article for the money than anybody else. Out of a possible one thousand people solicited I venture to say not over ten will be found who will answer "yes" to the question, "Don't you want to subscribe?" even though the paper offered has the general reputation of being the best in the community. Nearly everyone in this day and age is taking more papers and periodicals than he wants, and if the question put by the solicitor was, "Do you want to stop any of the papers which you are now taking?" there would be an overwhelming response in the affirmative. The solicitor must know what is in the paper each day, and also know what is and is not in those with which he comes in competition, and be quick enough and intelligent enough to point out each and every point of excellence in the paper which he represents. He must be able to make the person solicited really want the paper, and the rest is then easy. Little things utilized by the solicitor will accomplish a great deal. When the late D. L. Moody died, the fact was announced on the bulletin board at my office within a half hour. This fact was noticed by the solicitor, and going out that afternoon he put on fourteen new daily subscriptions on the strength of the talk which he could make about this incident. Here was the death of a prominent man, which had occurred in a city over 1,200 miles away. In less than thirty minutes the Courier was conveying this news to the people of Ottumwa. Naturally, such a newspaper was the one which people wanted to buy.

I imagine that those who have followed me thus far are already anxious to inquire, "Where do you find such solicitors?" That is the problem, of course, but they exist and can be found. You never know who will make a good solicitor until you try him. Nearly twenty years ago a farmer walked into the office of a newspaper, of which I was then business manager, and handed me the name of a new subscriber, with payment for the first year. "Wouldn't you like to do this kind of work right along?" I asked. He said he would be willing to try. He was thereupon engaged, has been with that paper as solicitor ever since, and is with it today, a most valuable man. Four years ago a young man who had recently failed in mercantile business, walked into my office and asked for a job. I said I had none. He replied, "You want subscribers, do you not?" The answer was, "Yes, always." He then said, "Let me go out and get them." I gave him a trial and he is today in my employ, the best subscription man I have ever known. Solicitors are an unknown quantity until tried. When I need a solicitor, I try every young man of good character that comes along until I find the right one.

The solicitor hears more kicks and complaints than anybody else connected with a newspaper, and I require those in my employ to keep me posted on this line. I have secured many a good idea in this way. There is nothing like a vigorous kick once in awhile to bring a publisher to a realizing sense of the weak spots in his own publication.

In my office a careful record is kept of stops and commences. Each morning a report is laid on my desk, showing the loss or gain for the day previous. These reports are tabulated weekly, and when a number of weeks show a continual loss, active, special soliciting is vigorously prosecuted. I endeavor to have the entire city gone over completely, four or five times each year.

The question of premiums is an important one and needs to be handled carefully. I seldom advertise a premium, and never use a premium which I cannot give away without extra charge, and give to an old subscriber as well as a new one. I have used many hundreds of cook books, costing from 9 to 12 cents each, which were given with three months' subscriptions. The best premium I have ever used in connection with daily subscriptions was a free city directory, of which I have a sample here, and the ads in which paid the cost of the work. This was given to all old or new subscribers who signed an order for a six months' subscription from the date the directory was delivered. For the weekly edition the best premium

I have found was a law book, a condensed code, sample of which I have here, and which was given to all old subscribers paying one year in advance, and to all new subscribers who ordered the paper for a year. I do not believe in any premium which is not given away, and which cannot be given to any old subscriber who asks for it. When the premium is not advertised in the paper, only a small percentage of the old subscribers ever know anything about it, and when they do learn of it and ask for it, I always furnish them the premium the same as to new subscribers. To this extent I believe in the use of premiums, and have found them very valuable in building up circulation. But they are only used primarily to get the first order from the subscriber. After that I expect the merits of the paper itself to hold him in line.

And now I come to the subject of collections, which I regard of the highest importance in securing and holding circulation. Collections should be made frequently and systematically, and every subscriber should be required to pay for the paper. I believe in weekly collections to just as great an extent as is possible. Indeed I am convinced that it is only by regular, systematic, weekly collections that a large circulation can be secured and held among the laboring masses. Twelve cents, which is the rate per week that I charge for my paper, is a small amount if paid regularly out of the weekly wages. If allowed to run two weeks, 24 cents is usually more than the laborer can conveniently spare; while if it runs a month, 50 cents cuts such a hole in his earnings that he at once decides he must economize, and he thereupon stops the paper. If allowed to run three months without paying, it is simply out of the question for him to pay \$1.50, and he not only stops the paper, but usually does not pay at all, and is thereafter permanently lost as a subscriber. My rule is, if the subscription is not paid at the end of two weeks, to stop the paper. This gives no offense, as I have found in actual practice, the contrary to the general idea, and usually on the next pay day, the delinquent will hand a quarter to the collector, or carrier, and tell him to send the paper on again. Thus by stopping the paper we not only get our money, but, with the exception of a brief interval, retain a subscriber. From railroad employes and others, who are paid monthly, we collect monthly. There are a few business men who pay quarterly, but more than half of my daily subscription accounts are paid weekly. The rate is 12 cents per week, or 50 cents per month. I have my city daily subscription list arranged in collection routes so that when a collector goes into an office building, he collects from every subscriber in that building, no matter in what part of town the subscriber may live. Receipts are made out in advance for each subscriber. This work is done by a \$6.00 per week clerk and the collecting from 2,500 city subscribers is done by one man with the aid of a horse and buggy. My cash city subscription receipts will each week nearly, if not quite, meet my pay roll. My total cash subscription receipts last year exceeded my total advertising receipts by \$295, and yet the advertising receipts were the largest of any year in the history of my paper. Furthermore, my cash subscription receipts were just \$9,319 more for the year than they were for the same period five years ago. I attribute these results to earnest and unremitting efforts to build up circulation along the lines which I have endeavored to present for your consideration. And now just a word in conclusion: The subscriber is the publisher's best friend and is entitled to his first consideration. Make him pay for what he gets but hold steadfastly and with unyielding determination to the policy of furnishing him all the news without fear, favor or discrimination. With the large subscription list once secured on a permanent paying basis, advertising patronage is sure to follow and in many instances will be found capable of simply astonishing development. The reason for this goes without saying. All permanent newspaper success must inevitably be founded upon the mercantile principle of furnishing value received.

The publisher to succeed must supply commodities in the shape of news and advertising which have intrinsic value greater than the price asked for them. The best advertising solicitor for any publication is the known fact that this publication gives definite, tangible, profitable results to the advertiser. I have never had any sympathy or patience with the idea, now happily becoming more and more obsolete, that the editor is either an object of charity or a public benefactor. Let us be thankful that to-day the successful publisher of a local newspaper is a free-born, progressive, liberty-loving, God-fearing American citizen, who by unremitting hard work and intelligent effort earns all that he gets and in the majority of cases gets all that he earns. Certain it is if he does not obtain his full due it is his own fault.

When Mr. Lee finished reading his paper, the president stated that it was open for discussion, whereupon Mr. Fairfield of Vermont made the following remarks:

Mr. Chairman:

This is a subject that ought not to be allowed to go by without some discussion. I have been intensely interested in Mr. Lee's paper, for the reason that he is surrounded by just about the same circumstances which surround me at home in Vermont. I think the size of his city is just about the size of

mine. I will state that I established an afternoon daily in Rutland, Vermont, about a year ago, where there had existed for over a century a weekly, and for over forty years a morning daily. Several attempts to establish an evening paper, or a second morning paper, had proved failures; but I received such encouragement that I determined to start one, and build it on a new plan from the ground floor up. I have to say that my little city of Rutland has a population of about fifteen or twenty thousand inhabitants, and is surrounded by a newspaper territory of about sixty thousand people. At that time we only had one paper, a morning paper, with a weekly edition attached. I started this evening paper with the idea of publishing all the news. I hired rather expensive but hustling reporters and gave them absolute instructions to get all the local news. As a result, in the third issue of my daily, our circulation exceeded that of the morning edition of over forty years' standing. That is the point I want to emphasize in Mr. Lee's paper. Get all the news. He says publish all the news, and that is what I say.

The proprietor of the morning paper, who is quite a wealthy railroad magnate in Rutland, instructed his editor not to pay any attention to the new daily, and not to follow it on any items of news. If a thing occurred in the afternoon or during the day before we went to press, it was against the morning paper's principle to touch that the next morning, but to get an entirely new class of news. We acted the other way. If anything occurred in time for the morning paper and too late for the evening paper, we published it the next day, just as if our readers simply read the evening news and never saw another paper. In other words, we tried to cover the local field for the whole twenty-four hours. The Herald, for that is the name of my competitor, probably because they did not care to notice their new competitor, went upon the other theory, that they would not touch any item of news that had been touched by the evening edition. They kept that up about three months. Now they take everything, no matter whether we got it first or not. They try to cover, as we did from the start, the whole twenty-four hours; and in the brief space of a year, as I said, we have clinched a circulation that exceeds the Herald's. I think that is proof conclusive that it pays an evening paper, or a morning paper, as the case might be, to publish all the news for the whole twenty-four hours, whether a competitor, morning or evening as the case may be, has had it in advance or not.

Mr. George W. Harper of Robinson, Ill., next followed with a few observations, as follows:

I am not the publisher of a daily paper. I am the publisher of a weekly, and I think the majority of us here are publishers of weekly papers also, but I look upon the matter very much like the old Mexican who said that "what is food for the gander is food for the goose." I think it is good for a weekly paper as well as for a daily. But with this, as with the liniments that we read testimonials of, it is not sufficient to read or hear about it, but we must put it to practice. I think there are a great many here who will consider that there are good things in the paper, but the question is, are they going to put them to practice? We can derive benefit by the suggestions made in these papers, but if we simply come to hear them, and do not put them to practice, the remedy will do us no good. If put to practice there are things in this paper which pay a man to come to this meeting of this association. There are some good things there in reference to news. I desire to emphasize the point; but as I have said, we must be careful that we put them to practice."

The next paper which was read was that of Mr. E. W. Harris, editor of the Herald, of Greenville, Texas, upon "The Influence of the Press Upon Society and Government," which follows:

INFLUENCE OF THE PRESS UPON SOCIETY AND GOVERNMENT.

By E. W. Harris, of the Greenville, Texas, Herald.

Mr. President, Members of the National Editorial Association, Ladies and Gentlemen:

Three of the most powerful factors in modern civilization are the railroad, the telegraph, the printing press. These mighty agencies operate upon distinct lines, yet they are the allied forces that are glorifying the closing century as the golden age of material progress. Of this trinity of modern civilization, the printing press is pre-eminently the ruling power in the world's affairs, but made so by the discovery and application of steam and electricity. Were it not for the railroad and the telegraph the power of the press could not be felt as it is today. With these wonderful auxiliaries the printing press exerts a supreme influence upon society and government. For with its dissemination of news and expression of views it forms the opinions, colors the life and moulds the character of the whole people. The newspaper goes into the office, the shop, the home and operates upon the mind and heart of the individual. As the newspaper directs the thought and forms the character of the individual, it shapes the destiny of the nation,

for "the worth of a state, in the long run, is the worth of the individuals composing it." The enduring foundations of liberty rest upon individual character, the only guarantee of social security and national progress. We are free not because of our institutions, but because we love liberty. As long as the people are right at heart institutions will take care of themselves. The law and government of a nation represents simply the collective character and capacity of its citizens. This being true the press is most patriotic, most philanthropic, when it best teaches men how to improve and protect themselves.

We hold that government best which deprives the citizen of the fewest natural rights consistent with the good of all; which recognizes the equality of man; which gives him the best security in the enjoyment of life, liberty and property; whose laws best conform to the natural law of reason and equity. It is our boast that we have such government. The democracy under which we live is founded in man's natural rights, man's capacity for self-government.

The genius of christianity is spiritual liberty; the genius of democracy is natural freedom. As religion is to the spiritual world, democracy is to the material; the best guarantee of happiness and security.

It is our greatest pride that we are governed only by laws to which we have given our consent. We know that our Constitution is founded on free and benevolent principles. Upon it we rely for the protection of liberty, the advancement of happiness, the promotion of the general welfare. As public happiness depends upon a virtuous and unshaken attachment to a free constitution, the press exercises a mighty influence of power for good when it correctly interprets the people in the application of the principles of democracy as a vital force in government. In this constitutional government, this democracy, the people are the source of all political power. Hence the press best serves the state when its influence tends to the moral and intellectual advancement of the citizen, for thereby patriotism is exalted, good government maintained and the liberties of the people preserved.

No one is competent to edit or control a newspaper, great or small, who has not a right conception of the true nature of his work—who does not appreciate the varied obligations to the public which his position places upon him. A newspaper enterprise is complex in that it is a business institution, yet the manner in which it is conducted is of vital importance to the public, effecting as it does individual character, society and government. The successful newspaper, therefore, is that paper which honestly earns a net income on the investment, while faithfully discharging the varied obligations to the public inherent in the business.

A newspaper to exert the best influence must have character. To possess character it must be managed with sound judgment, edited with ability, and be absolutely unpurchasable.

The main function of a newspaper is to give the public such news as is fit to print, but the press stands for a great deal more than a mere conveyor of information. While posting the people upon current events, the manner in which news is presented, the general reading served and the opinions and policies of these papers have a far-reaching influence. The true editor, whether in an obscure rural office or in a magnificent metropolitan establishment, keeps this fact in mind, and endeavors in all that he writes to contribute to the betterment of his fellow-men.

A newspaper, to exert the best influence upon society, should preserve a high moral standard in every department. Its columns should be free from evil suggestions. Indecent medical and inviting personal advertisements that lure to sin should be avoided like a pestilence. The pure atmosphere of home should not be tainted with poisonous miasma from the street. News service should be so edited that nothing appears which would bring a blush to the cheek of modesty or arouse a spirit of evil in the heart of youth. Crime is often the result of suggestion. The great prominence the press gives to criminal news is a crying evil. Many newspapers vie in an effort to present, in the most lurid style, every disgusting detail of evil-doing. A philanthropist endows a college or founds an asylum or a public library and is given a dozen lines. A murder or an elopement occurs. If the criminals are at all known to the public many columns are devoted to exploiting their nefarious acts. Horrors from the jail and the criminal court room may gratify a decadent, morbid curiosity, but its portrayal in newspapers has an evil effect, especially upon the youth. There are certain newspapers in our larger cities whose chief delight, especially in their Sunday editions, is to parade, with monster glittering illustrations and with vivid narration, every abnormal phase of life. Their pages suggest products of riotous imaginations reveling in revolting nightmares. These papers help manufacture subjects for the courthouse and asylum. There is a reform movement which aims to correct this evil, and I hope it will accomplish good. Our newspaper writers should know that the true grandeur of humanity is in moral elevation, sustained and enlightened by intelligence. Carlyle says, "He is wise who can instruct us in the business of daily virtuous living."

It is one of the gratifying tendencies of secular newspapers to enlarge the space assigned to purely religious matters. Here

the press wields a wholesome influence. Every metropolitan newspaper now gives a sermon in full occasionally, and religious services are regularly reported. It is rare that one finds a deliberate editorial expression which questions the necessity for religion as a guiding and sustaining principle in human life. In this the press is doing a great work. Daniel Webster declared that Christianity made better citizens; Burke affirmed that "religion is the basis of civil society and the source of all good and all comfort," while Josiah Quincy stated the conclusion of the whole matter when he wrote that "Human happiness has no perfect security but freedom; freedom none but virtue; virtue none but knowledge; and neither freedom nor virtue nor knowledge has any vigor or immortal hope except in the principles of the Christian faith and in the sanction of the Christian religion."

Law enacted for the government of society is public opinion crystallized. It is important, then, that the press should so direct public sentiment that just and wholesome laws will be enacted, and that they will be respected and enforced. The press can render no greater service to society than to help maintain the supremacy of law and order. It should not only co-operate with the preacher and the school teacher, but it should stand with the policeman and the sheriff.

The highest duty of the press is to know and to declare the truth. Newspapers should hold well defined opinions upon all public questions, and should possess the courage to express them. Independence of thought is essential to progress. Political parties are necessary to carry into operation certain policies in government, but the partisan organ, whose individuality and whose fidelity to truth cannot raise it above party expediency, does not represent the best type of journalism.

If the press impresses high intellectual and moral ideals upon the minds and hearts of the people—the source of all political power—the dangers which confront this republic will be overcome and our liberties will remain secure. With the uplifting influence of the press in morals; with its dissemination of intelligence; with right guidance in all things, the spirit of democracy—the principle of the rule of the people—will be carried to its highest development. With true men in the editorial chair—men who can see clearly, think soberly and act nobly—with such men representing an intelligent, independent and unpurchasable press, the most difficult problems in government will be met as they arise and solved aright, and the liberties of the people will remain secure.

The stability of our government does not rest upon our physical prosperity. Our enormous wealth may prove our greatest danger. The strength of our institutions rests in the virtue and intelligence of our citizenship. With an army of high-minded, God-fearing, man-loving newspaper men, whose work in the main is helpful to society; with myriad journals, their cheapness making ignorance almost criminal negligence; with a free press in a free government, there is no cause for apprehension for the future. With an honest, intelligent and patriotic press educating the people, impressing upon them their personal responsibility for good government, the few purchasable papers can do little harm; the corporations which deal with men as mere parts of a great machine cannot destroy individuality; political bosses, who make merchandise of votes, cannot corrupt the entire body politic; the demagogue and the labor agitator cannot bring general disorder, and last, but not least, giant corporations may consolidate into monster trusts and violate the laws of God and man, but with a courageous, intelligent press, alive to its great responsibilities, these forces will beat in vain. I am no optimist without cause. I have faith in the press, in the people and in the government which they compose. Yea, verily there is health in the bones of this government by the people. It shall not perish from the earth. It is far from realizing its magnificent ideal of a self-governing nation, in which every citizen is fit for personal and national self-government, but it has no greater danger than a tendency to lessen the personal responsibility of the common citizen. Every genuine remedy for all wrong must be based in confidence in their wisdom and justice. Our greatest statesmen have had the largest faith in them, and that faith has been justified in every great crisis. The duty of the press is to help the citizen work out his own salvation, to the honor of his fellow-man, his country and his God.

Ladies and gentlemen of the National Editorial Association, the newspapers of America exercise a far-reaching influence upon society and government. We thank God that this power, in the main, is exercised for good. And may it ever be said of our beloved country to its immortal glory:

"Here shall the press the people's rights maintain,
Unawed by influence and unbribed by gain;
Here patriot truth her glorious precepts draw,
Pledged to religion, liberty and law."

Mr. A. W. Lee made the following comments on Mr. Harris' paper:

"I would like to emphasize one point in the paper, from two standpoints—first, of morals, and second, of cash in the safe. The point that the speaker made in regard to a certain class of advertising. I have had an experience

with that kind of advertising that convinces me that it does not pay, and that a first-class local daily, at any rate, cannot afford to publish such advertising. A few years ago I threw out of my office every advertisement of the character named, and it nearly broke my heart to see a thousand dollars go into the streets, but I have been more than gratified by the result, for I very soon secured a large amount of desirable advertising to fill up the empty space created. A large portion of it came from advertisers who told me that they would not, for any consideration, go into a newspaper that carried advertising of the character mentioned by the speaker. I had occasion to meet the member of a firm in Chicago some time since, who told me that the contracts for next year all specify that under no circumstances are their advertisements to be placed on the same page with advertising of the class referred to. So, look at it from either standpoint—from the standpoint of morals, or the standpoint of dollars and cents—and it pays to keep a certain class of vile, filthy advertising out of your paper."

At the conclusion of Mr. Lee's remarks, Mr. J. W. N. Burkett of Jackson, Tenn., read the paper of Mr. Lynch Perry of the Democrat, at Columbia, Tenn., which is as follows:

PERSONAL EXPERIENCE IN SOLICITING ADVERTISING.

By Lynch Perry, Maury Democrat, Columbia, Tenn.

"Pay as much attention to your newspaper advertising as you do to other purchases, and you will get equally satisfactory results."

For several years we have kept the above in small bold type running at the top of a column; whether or not the idea is original, or whether it originated with some one else from whom I borrowed it, I do not now remember.

However, some time since I received a letter from a personal friend who had moved from Tennessee to Mississippi and entered the newspaper field, telling me that he had borrowed the above from the Democrat, together with other points, without giving credit, and of course I appreciated the compliment and I trust that results have been as equally satisfactory to him, his merchants and business men generally of his town as they have been to us.

In January, 1888, I took charge of the Democrat, together with a partner, a paper which was started in 1882, and which had at the time one Washington hand press, a hard-worked crippled roller, several cases of bottled brevity, no job office, a very small circulation; less influence and no credit—for the paper had been run through a hot political campaign under a cold collar, as the organ of the Prohibitionists, and in a rock-ribbed Democratic section at that. Think of it; of course it was weak. And had it not proclaimed from its masthead that "The Will of the People Shall Be Obeyed" and that it had the largest circulation, and "had come to stay," I don't know what would have been the result. It had another chance for its life, however, which perhaps helped it breathe at that time. The top of the second page started off with patent medicine ads, which were continued through the third. It was also bolstered up on the back, the fourth, with cures for complaints and diseases and for which the Auxiliary company got pay from the doctors, while the editor had, of course, to take his medicine.

Its escape from death was miraculous, under existing circumstances, and its growth and gradual gain of circulation as surprising to the community at large as it was gratifying to the advertisers.

My aim was to get the people to read it and not throw it aside as they would a street circular, for I realized to secure advertising I had to convince the business community that it was appreciated and read.

My partner was manager while I was supposed to be the editor. He was a Republican, while I a Democrat and practical printer. He and I would not agree, as he persisted in using my Democratic scissors to write Republican editorials, which I objected to most seriously. I finally convinced him that the manager had no authority over the editorial columns, and we dissolved; for, as I said before, this was and still is a Democratic community, and I wanted a circulation to secure advertising.

I soon after took my brother in business with me, who is with you today, and who has ever since made a first-class business manager, and who is careful about contracts and positions, but when made has them carried out to the letter, if possible. This has been the rule without deviation for ten years past.

As soon as practical we discarded the patent folio and changed to an eight-page, all home print and home set paper. A little later on we made it a ten-page and a year or so following increased it to a twelve-page and so have ever since been so running it, setting the body in minion and nonpareil, with a first-class job office attached, and improved presses, all

of which are run by power. Neat job work in connection with a country weekly helps the paper along immensely, as the publisher can well attest, provided he turns out neat, sharp commercial work promptly.

The auxiliary establishment from whom we had been getting patent print seemed anxious to get us back, and even proposed to furnish us a patent sheet at almost the cost of the raw paper (but that was before we heard of a paper trust), but we, of course, declined, as we wanted to control our advertising columns absolutely, as all editors should, just as they should their editorial columns.

I was amused to hear a newspaper man remark at the Denver meeting that under no circumstances would he allow a patent medicine "ad" to appear in his columns. I thereupon asked him what kind and style of paper he conducted, when he replied, it was an eight-column, four-page, patent inside, (and it wasn't of that class, either, which gets all news and miscellany and no patent "ads"). I remarked to him that he carried more medicine ads perhaps on two pages than we did in twelve, for which he received no pay; he replied he had never before thought of that.

Some eight or nine years since we inaugurated the plan of giving our correspondents a picnic, and we had quite a number of them, but not as many as now. Our aim was to bring them more closely in personal contact with each other and the paper.

The first year we chartered one coach, the correspondents furnishing the basket dinner, when all went to a summer watering place some twenty-five miles away. The next year we chartered two coaches, and every year since we have chartered a special train, the last one consisting of ten cars.

At these outings a program is carried out consisting of music, recitations, papers on agriculture, horticulture, interspersed with suitable addresses. These affairs are kept free from politics—the gold bug as well as the free silverite, the expansionist as well as the anti, the Republican as well as the Independent—all join and enjoy a day's pleasure, and the result is that the "Maury Democrat Picnic and Excursion" are known far and near. Not only do our home merchants who attend upon invitation realize the fact that the paper is read and appreciated by the people of the town and country, but accounts of these gatherings have also attracted advertisers from a distance. I will here state that both the Printer-Journalist and Newspaperdom, together with many other contemporaries, have very kindly given us notices of these affairs, which have been of great benefit to our advertising columns, and for which it gives me great pleasure to here make my acknowledgments and to thank them.

The publisher who evades the changing of advertisements of his patrons constantly may save time, but if he keeps it up he will eventually have more time than money, and more space than ads. We have thoroughly tested this.

A merchant who makes a contract for six months or a year and who fails to change constantly gets little benefit, consequently when his "ad" expires and you approach him for a renewal, he will reply that his "ad" has not paid him and as business is dull he will discontinue for awhile. We go after changes as regularly as we do new business, and have a great many patrons to whom we sell special positions and space per year, which they change regularly, giving prices and having special days for drive sales.

I have in my mind one firm of our town who, when they commenced advertising with us some eight or ten years since had perhaps a three or five-inch single column space, who today have columns. Their business has also grown wonderfully, as they have just moved into their new quarters, three stories high, a magnificent house with all modern improvements and appointments; this establishment would do credit to a much larger place. They not only advertise judiciously in our paper, but others of the place and county, there being five in all.

The head of this firm is a liberal advertiser, as are many other merchants here, who devote time and study to this important branch, for such it is to their business, having done as much to increase it as any other one feature.

The newspapers here have assisted greatly in educating and convincing merchants that it pays to advertise.

A kindly local mention occasionally, unexpected to merchants, also helps both publisher and advertiser.

Should a merchant be too busy to write a change for his "ad," we have a competent man write it, and submit it to him, and also proof, for his approval.

It of course requires time and money to make these changes, but it recompenses the merchant, and what benefits him pays the publisher.

We also guard carefully against carrying dead ads, or running them beyond specified time. No merchant cares to pay for something he does not order, and any attempt to so force it upon him not only compromises the paper but also lowers it in the estimation of the business man as an advertising medium.

An editor and publisher also lowers his dignity and that of his paper when he persists in sending it to those who order it discontinued. Work for subscribers as persistently as you solicit advertising; conduct your paper on a high plane, free from sensation and vituperation, give all the news, paying strict attention to local happenings, and then you will find no

trouble in holding your subscribers. Don't make your advertising rates too high, but have the same rate for all in your several departments and stand by them.

If you give one advertiser a cut-rate, the other fellow sooner or later finds it out, and when he does he is pretty sure to lose confidence in both you and your paper as an advertising medium.

"If you see it in our ad, it's so," is the established motto of assurance printed in all ads of one of our most successful firms, and you can make your publication just as proportionately popular as Mr. Dana's Sun by so establishing it in the public's confidence.

Prompt and honest dealing, coupled with personal courtesy, is the best way to secure and hold advertisers month in and year out.

During the reading of Mr. Perry's paper, President Henry was relieved in the chair by Mr. F. B. Baillio of Cleburne, Texas.

At the conclusion, Mr. F. T. Cook of Cloud Chief, Okla., stated that he wished to introduce an amendment to the constitution.

By the President—A resolution was adopted this morning that all resolutions go to the proper committee without being read.

By Mr. Harper of Illinois—Mr. Chairman, I move that we now adjourn to tomorrow at 10 o'clock.

By the President—There is to be an anniversary meeting—the fifteenth anniversary of the association—tonight at 8 o'clock.

By Mr. Harper—I move that the convention adjourn to tonight at 8 o'clock.

This motion was seconded and put to the house, but was defeated.

By the President—The convention refuses to adjourn. What is the further pleasure of the association?

By Mr. A. J. Langer of Nebraska—Mr. Chairman, there seems to be an effort to shut out debate. The object seems to be to shut out the reading of amendments such as has just now been introduced.

By the President—I understand from the secretary that a resolution was passed to the effect that all resolutions be submitted to the proper committee without being read.

By Mr. F. F. Laning of Ohio—I move that the resolution just introduced be read.

This motion was seconded, put to the house and carried.

The proposed amendment offered by Mr. Cook was read as follows:

"Be it enacted that section 1 of article III. of the constitution of the National Editorial Association is hereby amended, by substituting in lieu thereof, the following:

"Article III., section 1. Membership in this association shall consist of duly accredited delegates, or their alternates, from the state and territorial association only, state and territorial executive committeemen, and all Past Presidents who have served for one term."

By Mr. H. A. London of North Carolina—I move that the committee be requested to report on that amendment tomorrow, as the special order at 11 o'clock. I do so in order that members may be prepared for its consideration.

This motion was seconded, put and carried.

Mr. J. B. Stanley then moved that the association proceed with the reading of papers, in the order in which they were arranged to be read.

Whereupon Mr. W. W. Folsom of Hope, Ark., read the following paper:

"THE NEWS FEATURE."

By A. J. Kendrick, Editor and Publisher of the Fort Smith (Ark.) Daily News Record.

"Boys," once said J. B. McCullagh, for many years editor of the St. Louis Globe-Democrat, "the secret of being a good newspaper man is to master the knack of always being on the spot when h—ll breaks loose."

Mr. McCullagh was, as his friends and intimates know, somewhat given to picturesque profanity, and the above expression savors, to a degree, of this addiction. But there is no question that in this not exactly pious expression the great editor condensed a great deal of truth. History does not record the exact language that McCullagh used in describing the way to acquire the mastery of this knack of being "on the spot," but old-time reporters who have worked under "Mac," as they used to call the "old man," know that in his moments of relaxation he was wont to emerge from his editorial cubby-hole, to drop into the local room of the old building on Fourth and Pine streets and deliver brief and epigrammatic utterances.

on the subject of news-gathering, which many of the boys have not forgotten to this day.

The matter of being on the spot when Hades breaks loose—in other words, of being able to handle great news emergencies whenever and wherever they may develop, is very largely a matter of proper system and organization, and of the application of certain fixed principles, the description of some of which this paper will attempt.

This is an age of inkless printing, wireless telegraphy, horseless carriages, and all that sort of thing; and these inventions have proved more or less successful. But the newsless newspaper will never achieve distinction, though, it must be confessed, there are a goodly number of specimens extant that appear to be trying the experiment. The very name "news-paper" shows that the paramount characteristic of the daily publication is the dissemination of information regarding the happenings of the hour. The most successful journal is the one that gathers those happenings most quickly, accurately and completely.

For the purposes of this discussion, news, as handled by the small city daily, may be divided into several branches: Tele-

how many thousands of dollars he must appropriate a month for special telegraphic and cable service. For the purposes of this discussion, it may be assumed that the matter of securing general wire news is, therefore, very largely reduced to a question of taking one or the other of the reports of the news-gathering associations, and meeting the weekly drafts therefor. Since the demise of the United Press, there are but two of these major news-gathering associations, the Associated Press and the Scripps-McIntae Press association, the latter furnishing a service for afternoon papers exclusively. These associations furnish daily reports of different volume, from the pony of 500 or 600 words to the full report of many thousands. In general, it may be said that no daily paper of any pretensions, even in a limited field, should be without a telegraphic service of some kind. Where a report at such a figure as is within the means of the newspaper cannot be secured, because that paper does not happen to be in a city which can be located in a circuit, then an arrangement can often be made with a special correspondent in the nearest large city to send in brief bulletins of important happenings. In fact, there are a number of minor associations scattered throughout the country, which make a business of supplying just this sort of service.

The pony reports sent out by the news associations are generally more or less carefully skeletonized, and the general effect and value of such a service, when it finally appears in print, depend largely upon how and by whom it is edited. The man who handles such a report should keep thoroughly posted on the general news of the day, by reading one or more of the larger papers. He should be able to write, and write well. He should put brains and enthusiasm into his work. Such a man can take a comparatively limited telegraphic service, and, by editing it and building it up, and then properly heading it, can cause it to assume very interesting and very respectable proportions. I do not mean by this that a report should be "padded" by unnecessary repetitions, or undue verbosity. But by keeping posted on the general news of the day, the competent telegraph editor will be able to put the flesh of detail and color on the skeleton, and very gratifying results will follow. During the war with Spain, quite a number of small dailies scored a decided hit by making some sort of wire arrangements that enabled them to publish the facts about the great events of the day, eight to fifteen hours ahead of the arrival of the metropolitan dailies; and many such papers have gone on, from such a beginning, and developed into journals with something more than a local circulation, because the people of neighboring towns have learned to depend upon them for the latest important news.

As the circulation and income of the small city daily increase, a larger report may be taken, and very often, quite possibly, the problem will become one of condensing, instead of expanding, the service.

The point of all this may be briefly stated as follows: Give the important wire news, and give it as fully as circumstances will permit. As you are able to do so, increase this report. Make a strong local paper, but remember that there are other towns on the map besides your own. Above all, don't adopt the sixteen to one policy in presenting your telegraphic matter—sixteen lines of slughead to one line of news.

The question of handling the state, county and neighborhood news may now be considered. In addition to having a department of state news notes compiled from the exchanges, it is well to provide for brief telegraphic reports to cover news of importance that may develop from time to time. The plan of having a state association of daily papers to exchange the more important items of state news by wire has been successfully tried in a number of states, notably in Michigan and Texas. This plan was described, somewhat in detail, by delegates from the two states named at the last convention in Portland, Oregon. By making up a large circuit, a low rate can be obtained, and the service adds greatly to the value of the paper, and at the same time is not expensive. Where this plan is not feasible, arrangements can be made with the editors of the local weekly papers on the exchange list to forward brief telegraphic bulletins when occasion requires it. Some papers are able to remunerate such correspondents by merely putting them on the exchange list, while others allow them some moderate compensation.

Then, too, there is the question of county and neighborhood news. This is a feature that ought to receive the most careful attention, and its painstaking development means much toward building up the circulation of a daily paper. In every town where the daily has a subscription list, it ought to have a correspondent who will send in regular letters, and keep the paper posted as to more important happenings by telegraph or telephone. It is much easier to maintain a list in a town where the people feel that the paper takes some interest in them and in their doings, and the value of a good correspondent in such towns is not to be lightly estimated. The better way to remunerate these correspondents is to pay them a fixed amount per column, but in many cases they can be secured in consideration of sending them the daily and furnishing them with stamps and envelopes, and, in case the correspondent is a young lawyer, as is very often the case, of publishing his professional card regularly. This matter of compensation is one that each publisher must arrange for himself, but the main



Confederate Monument, Jackson, Miss.

Statue of Jefferson Davis within the arch of the base.

graphic news, state news, county and neighborhood news, and local news. Although the writer has placed local news last in this classification, it by no means indicates that he regards this department as of the least importance—but rather, in the case of the small city daily, of the greatest moment.

To take up these different classifications in the order named will be the object of this paper.

Telegraphic News.—There is probably no publisher in this association who is brought face to face with the problem of

thing is to get a first-class list of correspondents, instruct them how to furnish interesting, newsy letters, and keep up the good work all along the line. In case a correspondent becomes lax or remiss, it does no harm to send him an occasional letter giving him a gentle jogging.

If you can secure a traveling subscription agent who is also a fair writer, he can do the paper an immense amount of good by giving each town that he visits a descriptive article, saying some pleasant things about the place and its people. Out-of-town subscribers appreciate this sort of thing, and are generally ready to reciprocate. At least, that has been the experience of the writer, and human nature is pretty much the same the world over. In short, don't be afraid to give plenty of free advertising, or booming, if you please to call it so, to a locality in which you are building up a circulation. Instruct your correspondents along this line, and give them to understand that they cannot say too many good things about their different towns and the people living therein. Of course, however, it is the news, fresh, reliable, interesting and complete, that the publisher wishes to secure from his staff of correspondents, and those correspondents should be made to understand this. Each publisher must, to a certain extent, work up the details of his own system, but he will find that the labor, pains and gray matter that he may expend upon this branch of his work will be amply repaid, both in adding to the newsmanship of his paper and in the direction of increasing his subscription renewals.

And lastly, there comes the question of building up a successful and up-to-date city news department.

A good sized volume might be written on the one subject of the proper gathering and handling of local news. It would be impossible in a paper of this scope to treat the subject in anything like an exhaustive manner. The writer will, therefore, confine himself to making a series of suggestions which may be of some benefit.

The first essential to securing a first-class local department is to put the right man in charge of it—to find the proper individual for the city editor. On the metropolitan paper, the city editor is an important factor in the success of the big daily. He is held responsible for the work of reporters whose work he supervises and plans. He must keep posted not only on the news of the city, but on the news of the state and of the world at large—for all these matters have a direct bearing on his work. He must be alert, resourceful, ready to handle any emergency that may present itself. He must be able to direct his men as a general directs the officers under him, assigning to each man his proper place in the daily campaign for news.

In a smaller field, the head of the local department is very often the city editor and reporter's staff combined—"the whole thing," in fact, to use a slang phrase. But he should be in supreme charge of the local department, and be held strictly responsible for the success or failure of it. Call him the city editor, or call him just a plain every-day reporter, but give him to understand that he is in charge of the local field.

It is not the easiest thing in the world to find such a man. A first-class reporter as has been said, is born, not made. The nose for news is a nasal appendage that does not adorn the frontpiece of every aspirant in the newspaper field. A good local man who is keen, alert, resourceful, abreast of the times—who will remain on the trail of an elusive news item until he has exhausted every effort to run it down—is a jewel worthy of a rare setting, and is easily distinguished from a Barrios diamond.

Right here is a good place to interject the remark that some newspaper publishers hold the local department too cheaply. They put it in the hands of a cheap man, and they get cheap work. This is false economy. The writer has heard on more than one occasion the owners of newspapers comment in a boastful way about the close margin of expense upon which they conducted this department, paying \$10 to \$12 a week for a man who did all the local news-gathering. A policy of this kind is a great mistake. The function of a daily newspaper is to print the news. The one that does this the most thoroughly is the one that will win in the long run. The people will read the paper that gives them the most news for their money—exactly as a woman will patronize the merchant that gives the best margin for her cash. A first-class local page has started many a paper on the road to wealth. It therefore follows, in view of all this, that the man who carries the burden as the head of this department should be amply able to sustain it. One first-class, experienced news-rustler is worth ten callow, half-baked youngsters who refer to themselves as "journalists," and imagine that they know all there is to be learned about the business. Therefore, get the right kind of a man to handle your city news. Don't make a kindergarten of your local room. Give the head of the department as many assistants as you think best, or care to pay for, but have some one who is capable of supervising and correcting their work, with the understanding that the more important assignments and features he himself is to cover. If you can't find such a man in your own city, there are plenty of bright, resourceful reporters in the larger cities who would be glad of a change to a smaller field, where their work would be more individualized, and they would have more chance of promotion.

The famous recipe how to cook a hare begins: "First, catch your hare." The primary essential of the building up of a

good local department is to get a first-class man in whom you have confidence and who, you can feel, will do the work as it should be done.

With these general remarks, the writer will close this paper with a few observations based upon his experience as reporter and city editor of a metropolitan paper, and later as proprietor of a small city daily in a town of 25,000 people. These latter remarks are supposed to be addressed directly to the head of the city news force.

First—The local news area should be covered thoroughly. The head of the local department should make a careful study of his field, and of the different classes of people therein, and bestow a great deal of study on the question: "What news can I gather in order to interest as many different classes as possible?" Run at least once a week several departments devoted to the different classes whom you seek to interest.

Second—The personal column should be carefully developed and maintained. In a large city such a department is considered impracticable, but in places of 50,000 or less, this feature is immensely important, and cannot only be made of great interest to the readers of the paper, but can be developed so as to make friends for the paper and bring in subscriptions and even advertising. There is an inherent weakness that causes the majority of human beings to enjoy seeing their own names in print—also knowing what their neighbors are doing. Nature implanted this trait for some purpose or other—let us make the most of it, brethren.

Third—The news centers of your field should be carefully studied, and a system of working them devised. They should be visited at least once or twice a day, and the most important centers should be covered by telephone just before going to press. Many a scoop has been secured by telephone just before the publication hour. Try to work up news centers that the other fellows don't know anything about. Pull out of the beaten paths. The man who gets his push-cart out of the rut is the man who makes the best time.

Fourth—Speaking of news centers, cultivate the ministers of your city and make them your friends and allies. They can give you many an item of church and social news, weddings, etc., which make the local columns interesting. Print one sermon, or a condensation, every Monday. Remember, that there are plenty of people who are interested in reading something besides the sporting, dramatic or the society page. Have the ministers visited once a week by a messenger to gather up such news notes, church news or communications as they may care to send in. Ask them to telephone anything of special importance, and reciprocate in every way you can. You will find the gentlemen of the cloth valuable allies, not only in the direction of giving you news, but in the way of putting in a good word for the paper where it will mean a direct benefit.

Fifth—In this connection the writer will mention a plan which is believed to be original with his own paper, and which has worked very successfully so far. To a large extent in every small city social life is divided up by church lines. Each church congregation has a social side of its own, and in order to gather the personal and general news of these different groups, the News Record has a correspondent in every church in the city, who is instructed to write up any matter that he or she may think of special interest in his or her own immediate circles. A wooden box, fashioned somewhat after the manner of mail boxes, is placed in the yard of each of these special correspondents, and one of the office boys makes a round of these boxes every day and gathers up the contents of the same. Many an important item of personal, social and general news is gathered in this way, and it has occurred quite often that valuable "tips" in regard to big news happenings have been secured by this system. These correspondents, of course, cannot be expected to correctly gauge the value of a news item, and it has often happened that a piece of intelligence that is worth a half-column or a column, has been disposed of in two or three lines. Of course the thing to do in that event is to put the paragraph in the hands of one of your local men and have it worked up for all it is worth. The News Record compensates its correspondents by furnishing the daily paper free, by giving them the choice of one of the monthly magazines, and occasional tickets to entertainments, theatrical and otherwise. In selecting these city correspondents, great pains should be exercised to get hold of the right material. There are plenty of bright, ambitious young men and women, however, who can be induced to take hold of the work, and are glad to do it. The News Record has had this system in operation something over nine months, and has found that while it is inexpensive, it is of great value to the paper. The idea is hereby turned over to you, fellow newspaper men, and you may each of you do with it as you see fit.

Sixth—An important thing is to study the local columns of your rival paper or papers. If you are "scooped," don't make a howl about it, or pretend that "it doesn't amount to anything, anyway." Study the facts as to how your contemporary secured the "beat," and try to make your plans so that it will not occur again, at least, in the same way. It may be that the other fellow is paying attention to some quiet little news center that you have overlooked. If so, find out where that news center is located, and put it on your list. Or it may be that one of your reporters has been remiss in his work, and was "scooped" by failing to cover a certain point in his daily

rounds. It is well to watch these matters carefully, because, if every member of the local staff feels that his work is under close surveillance all the time, he will do better work, and be more upon his mettle, as it were.

Another reason why your local contemporaries should be carefully studied is that very often you will find in their columns small news items which can be worked up to better advantage than they have done it. One reporter may incorrectly gauge the value of a matter of news, and dispose of it in a dozen lines or so, and another reporter may come along and grasp its full value, working it up into a bright, newsy article of a half-column or a column. In short, you will find the "tip" to many a good story floating around in the short paragraphs of the local contemporary. The writer well remembers, with no particular degree of pleasure, however, that the most exacting part of his work as a city editor on a Chicago daily paper was the reading of eight or ten other Chicago papers, morning and evening, in order to keep the city news situation well in hand; and on more than one occasion a short paragraph in a contemporary led to the digging up of a sensational case which furnished columns of news for days thereafter, not only to his own paper, but to the other dailies which afterwards took the matter up. The lucky or unlucky reporter who got the first inkling of the famous Dr. Cronin murder case, one of the most noted tragedies that ever came to light in the world, thought so little of it that he disposed of it in such an article as would hardly have done justice to a first-class dog-fight—and a stupid copy-reader let it go at that.

The moral of all this is—keep your field-glass to your eye, and observe what the enemy is doing at every point.

Seventh—Reference has already been made to the assignment book, the proper maintenance of which is most essential to a good local department. It should be provided with blank dated pages for a year ahead, and under each date the happenings of the day and the different assignments to be covered should be carefully recorded. It is not enough to put down a record of the news events that are going to occur in the future, but to carefully study in advance these news events, whether they be meetings, conventions, important trials, hangings, or what not—and to plan how they can be handled to the best advantage.

And then again in some convenient corner of the assignment book, a list of special subjects should be kept, which can be worked up on days when news is dull, or can be prepared for the Saturday or Sunday paper. In a word, by all means keep the assignment book up-to-date. It is one of the foundation stones of a first-class local department.

Eighth—A great deal might be written about the methods of preparing copy for the local department, but this paper is already too long, and only a passing observation or two are admissible. The best reporter is he who, in handling a subject gets right to the most important point, and in his opening paragraph tells the story in a few words, following them up with the facts in detail. The writer who spoils five or six sheets of good white paper, worth at present trust prices about four cents a pound, before he lets the reader know what he is talking about, is a back number and ought to be laid away among the moth-balls on the shelf. Insist upon it that the news shall be put in terse, concise language, without the use of slovenly grammar or syntax, and that all proper names shall be correctly spelled. The matter of spelling proper names correctly is a most important one. Nothing disgusts a man more than to see his name spelled incorrectly, and nothing makes a paper more a subject for ridicule than careless work in this direction on the part of its reporters. Keep a city directory close at hand, and see that it is carefully consulted when the spelling of a proper name is in doubt.

Ninth—The interview ought to be a prominent feature of every local page. Editor McCullagh of the *Globe-Democrat* is credited with being the father of the modern newspaper interview, and there are no grounds upon which his paternity can be denied. He introduced this feature of newspaper work during his service as a war correspondent in the early '60's, and it scored a hit from the start. The interview, when properly prepared, puts the reader in closer communion with the man who is speaking through the columns of the paper. Another point to be considered is that the interview, with its broken paragraphs, quotation marks, question marks and white spacing, makes a page look vastly more interesting than when the matter is run solid, with everything in the third person. One of the best known city editors that ever managed the local department of a newspaper used to give his reporters the terse instruction: "Start 'em out talking." By this he meant that he wanted the article begun with the opening words of the interview, or with an expression in the first person, between quotation marks. This feature, however, can be used to excess, but developed in moderation, it is all right. At all events, interviewing is an essential and highly important part of reportorial work, and one upon which too much pains and study cannot be bestowed.

Passing by the thousand other phases of this important question that could be touched upon, and an elaboration of which would provoke the delegates to a point of tedium whereat they might wish the writer of this paper at the bottom of the great river that flows past this majestic Crescent City, it may simply be said, in closing, that news is news wherever it is

found, and the aggressive publisher must relentlessly pursue it night and day. Each man must decide for himself as to what classes of matter he will admit to his columns, or exclude therefrom. A safe policy to follow is that outlined by the motto of a New York paper, which, under the guidance of a brainy newspaper man from the Southland, is achieving a great success, without resort to methods of yellow journalism—

"All the news that's fit to print."

The meeting then adjourned until 8 o'clock p. m.

THE EVENING SESSION CELEBRATING THE FIFTEENTH ANNIVERSARY.

The meeting was called to order at about 8:30 p. m., President Henry in the chair.

The president stated that this was the fifteenth anniversary meeting of the National Editorial Association, and called upon Mr. B. B. Herbert, the originator of the organization, whose name was first on the program.

THE CONCEPTION AND ORGANIZATION OF THE NATIONAL EDITORIAL ASSOCIATION AND CONVENTION OF 1885, 1886, AND 1887.

By B. B. Herbert, National Printer-Journalist, Chicago.

Mr. Herbert then spoke as follows, detailing "The Conception and Organization of the National Editorial Association":

It is well for every man, every nation, and every organization to pause at times and take a retrospect. It was Patrick Henry, the splendid patriot and fearless, peerless orator of his day, who, in the climax of his thrilling appeal for national independence declared "experience to be the only lamp by which his feet were guided."

Tonight as we gather here in this hall after our triumphal progress to the Southland and the glorious reception accorded our beloved association in this mighty city—situated at the point where the greatest river of earth, the outlet and highway of the richest valley of the world mingles her waters with the sea—it is well to pause and look backwards over the fifteen years of our history.

Our journey hither and our reception here may be well named a triumph, for never did a Caesar returning with conquering legions to proud Rome, mistress of the world, receive a more worthy welcome.

Free cities and states through their governors, their mayors, their congressmen, ministers, bishops, great educators and the representatives of their industries, have greeted us with praise of the accomplishments of the calling which we represent, and assurances of love and esteem, recounting in glowing words the obligations, the power and the possibilities of this association.

At Memphis, Grenada, at Jackson, at Vicksburg, at Baton Rouge, and here in New Orleans words have been spoken too earnest, warm and hearty in eloquence not to have been sincere, not to have come from hearts beating with highest esteem.

Dull indeed is the mind and cold the heart of any editor among us who has not been inspired by all this with a higher and nobler ambition to measure up to the fullness of his duty and opportunity as a member of the free American press.

We have been welcomed as those bearing no trophies of blood, spoils of violence, enslavement, oppression or wrong, but as the guardians of liberty, the promoters of prosperity, the active agents of progress, of education, morality and patriotism, of a true union, one and inseparable through mutual understanding, esteem, friendship and love. And all this was in the original design of this organization, that is the child of the North Star state, on whose broad bosom rests, in the beautiful Lake Itasca, the head of the great Father of Waters, at whose feet we are now gathered to celebrate our fifteenth anniversary.

The idea of this organization was conceived in July, 1882. Here in this city on the 19th day of February, 1885, it reached an organic existence and a name.

While accompanying the Minnesota Editorial association down the Mississippi river, on an excursion from St. Paul to St. Louis, the speaker was chosen its president, and as the splendid steamer ploughed its way between the great states of Minnesota and Wisconsin, Illinois, Iowa and Missouri on either side, thought was busy with plans for making the state association more attractive, useful and powerful. Then the idea came to form a National Editorial association, to be made up of delegates from the different state organizations, founded on the basis of representatives and senators of the United States congress. It was felt and believed that the election and sending of delegates to a national organization would give new life, cause a friendly rivalry for the real honor and useful position, as representatives of the several states, and thereby help the attendance, increase the interest in and make the state conventions in every way more useful. It was remembered that the wise man had said that those who compare themselves with themselves and measure themselves among themselves are not



HON. MATT PARROTT, President, Waterloo, Iowa.



J. W. N. BURKETT, Third Vice-President, Jackson, Tenn.



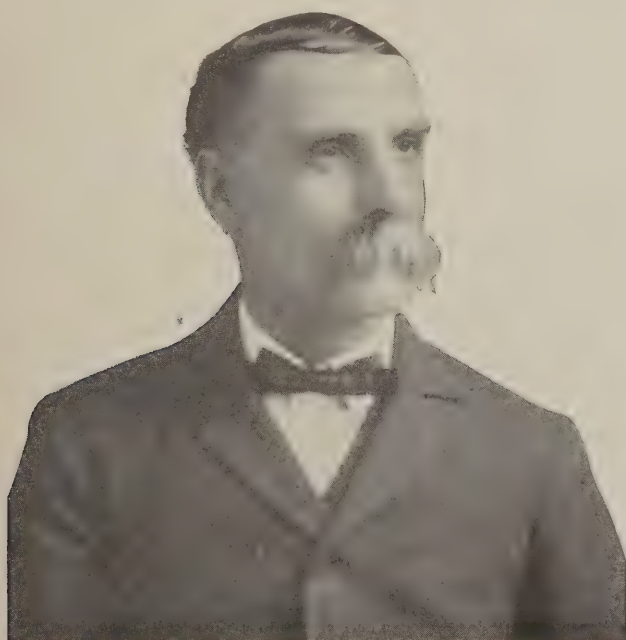
F. B. BAILLIO,
First Vice-President, Cleburne, Texas.



ALBERT TOZIER,
Second Vice-President, Portland, Ore.



R. M. WHITE,
Recording Secretary, Mexico, Mo.



J. M. PAGE, Corresponding Secretary, Jerseyville, Ill.



JAMES G. GIBBS, Treasurer, Norwalk, Ohio.

OFFICERS OF THE NATIONAL EDITORIAL ASSOCIATION.

wise. It was the fond hope that with the opportunity to the editors of each state, through their delegates, to measure themselves with the editors of the nation there would be a wonderful increase of wisdom in every section.

The plan was at first considered illusory, as is every new thing until it becomes an accomplished fact. It would have proved such had not the idea taken so strong a hold and been followed by four years of very trying effort, that has received a glorious reward in the splendid organization that is so grandly represented in this convention and has been represented in like manner at the conventions in Cincinnati, Denver, San Antonio, Detroit, Boston, St. Paul, San Francisco, Chicago, Asbury Park, San Augustine, Galveston, Denver again, and last but not least at Portland, Oregon, and now again in the Crescent City of the Southland. The mention of these cities awakens thousands of happy memories, and recalls a splendid education in all that pertains to every section of our glorious Union, and to every branch of this noble calling.

In 1884, taking advantage of the approaching World's Cotton Exposition of New Orleans, in the president's annual address, the speaker presented the plan of the formation of this association to the Minnesota editors in convention assembled at St. Paul.

The subject was treated at length, and the objects outlined in the following terms:

"Then let us look forward to a national association formed of delegates from the state associations. There is no other calling in the country that will be so much benefited by a national organization as would be the publishers of newspapers in the United States. In the matter of advertising alone, through a properly organized and properly conducted national body, hundreds of thousands of dollars might be saved annually to the fraternity. Besides this, there would come the broader knowledge and the security from loss and from the humiliation of being imposed upon, as well as a new feeling of national fraternity and interest, and in favor of united action backed by a wider information, that will result in much good to the best interests of every section of our grand and beloved land."

The association indorsed the recommendation by the adoption of the following resolution:

"Resolved, That the recommendation of the president of this association for the calling of a convention to organize a National Editors' and Publishers' association, in and for the United States of America, be and the same are hereby adopted:

"That the representatives of the several states and territories in said proposed convention shall be the same as in the national house of representatives; that the president of this association and for the four other members to be selected by the president, shall be appointed delegates to represent Minnesota in the proposed national organization, with authority to call such convention to meet in New Orleans during the coming winter or spring."

On Dec. 28, 1884, as chairman of the committee, the speaker issued a letter circular and sent a copy to the officers of every state press association in the United States. The objects as briefly stated in the circular were as follows:

"It is therefore recommended that a meeting of the editors of the United States and territories be held at New Orleans, commencing Thursday evening, Feb. 12, for the formation of a National Editors' and Publishers' association, to be a representative body from the several state and territorial associations, with the general object of promoting the interests of the editorial profession throughout this country, by addresses, discussions, and the consideration and adoption of such measures as may be adjudged for the benefit of the fraternity."

Arrangements were made through correspondence from Red Wing, Minn., with all the railroads of the United States, to carry duly accredited delegates to New Orleans and return, taking in the dedication of the Washington monument at Washington, D. C., as well as the World's Cotton Exposition, wholly on the basis of exchange of courtesies. A start was made for New Orleans from Minnesota and other Northern states, but a terrible snow storm that caused railroad blockades throughout the West and East, occasioned a delay of from two to three days. Arriving in this city two days after the appointed date of the meeting, it was found necessary to issue a new call through the local papers, and through posters and hand-bills scattered throughout the exposition grounds, placing the date of the first meeting on Feb. 19. On that day, a hundred delegates, representing eighteen states, met in the Press headquarters, and proceeded to the work of organization. Having been introduced by W. H. E. Judson, head of the exposition department of printing and publishing, who is happily with us here today as a delegate from Alabama, the speaker defined the objects of the convention, saying among other things, as reported in the Times Democrat of this city, Feb. 20: "that the design was to form a closer bond of union between the editors, to broaden the views of the members of the profession, who are deeply interested in the development of this whole land, and to increase their knowledge of and interest in every section as well as of and in each other."

The courtesies extended were generous and although the weather was damp and chilling, in response to the address of welcome, the speaker coming from the North Star state was so far warmed with the hospitality as to say, as reported in The Times-Democrat, that "The editors who had come from

the ice-locked and snow-bound Northland, from the prairies and the plains, from the granite hills and the Pacific coast, had been received in the homes of the residents of this great city of the Sunny South, had mingled with them socially, and in their grand festivities, and had everywhere been grasped with warm hands.

"In this grand exposition of the arts and industries of the world, each and every editor had come to an ownership, and each was proud, not only of the exhibit of each state or section, from which he had come, but of the grander whole. In this exposition, the workers of all climes and states had clasped strong hands, and to those who had been important instruments working out the grand results, all present felt genuine gratitude. All unite in kindlier feeling, and as from the broad expanse of waters which stretch out at the foot of your grand city and beyond, mount the mists on the sunbeams to the clouds, and floating to the distant northern states of this great valley, descend in gentle showers to quicken the rich fruitage of the fields, or to unite with springs and rivulets in the grand river, the mighty artery of commerce, to bear hither products of many states, so on the wings of the press shall rise all the stimulating influences of this display of the world's greatest efforts to quicken industries, as well as to create kindlier feeling and cement a happier union throughout all the states, territories and nations, and finally to return to you a rich cargo of broad and generous prosperity."

The constitution was adopted, and the officers elected, as stated by the President in his annual address this morning.

A committee on resolutions was appointed, of which J. H. Brewster of Los Angeles, Cal., was chairman, and our honored past president, R. H. Thomas, who is with us here tonight, was secretary.

As further outlining the objects of the Association in the minds of the organizers, the following extracts from the resolutions then adopted, will be of interest:

"Whereas, the press is now recognized in all civilized countries as the bulwark of society, the protector of the people, and the educator of the masses, therefore

"Be it unanimously resolved, That the men and women conducting this great agency of advancement of the world's interests, of right, ought to organize into one great brotherhood, having for its object mutual protection, financial advantage and social enjoyment.

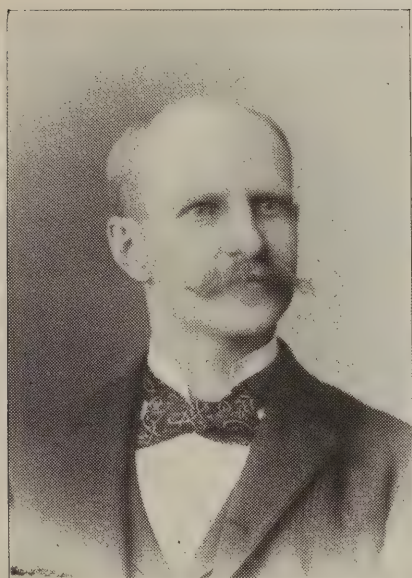
"That while the design of this organization is to strengthen the power and extend the goodly influences of the press far into the future, we shall ever recall with pride and pleasure its conception and birth during the course of one of the grandest events this world has ever seen—this Industrial and Cotton Centennial; that the foundations of an organization as herein contemplated should be deep, broad and strong, with a view to permanency and with a steady determination of its founders to make it a popular and enduring institution; that all genuine journalists be and are hereby cordially invited to join with us in this enterprise."

The second convention was held in Cincinnati, the Queen City of the West. The secretary, Mr. Elliott of Texas, had been demoralized into the accepting of a position of private secretary to a politician in Washington, and reported neither the funds left with him for the publication of the proceedings, nor the proceedings. So far as the Association is concerned, he dropped out of existence. All the work fell upon the president, including the transportation arrangements and preparing of a program.

On February 23, 1886, the second convention was called to order in the Music Hall, Cincinnati, and of the first session the Commercial Gazette says: "While from the adjoining rooms of the College of Music, the singing of its pupils came like a chorus from a region enchanted, through the windows encircling the gallery of the Odeon, the sun came shining on the heads of the delegates to the National Editorial Association, with a geniality hardly expected of Cincinnati atmosphere in the month of February. The appearance of the hall, when the members of the Association were assembled, the executive committee with the officers on the stage, was most satisfactory, and everyone who claims connection with the press of the country, ought to feel proud of the guild as represented in the city."

At this convention the objects of the Association were further defined in the president's annual address. Among those further enumerated were the building up of a professional literature; the creating of an esprit de corps among the members, a professional pride and feeling, through organization, special professional training and the establishing of higher standards of qualification and ethics. The establishing of a journal as a means of communication among the members and as a medium for the discussion of topics and the diffusion of knowledge pertaining to the profession was recommended. Papers on "Editorial Responsibility," "The Press as an Educator," and a score of other practical subjects were presented.

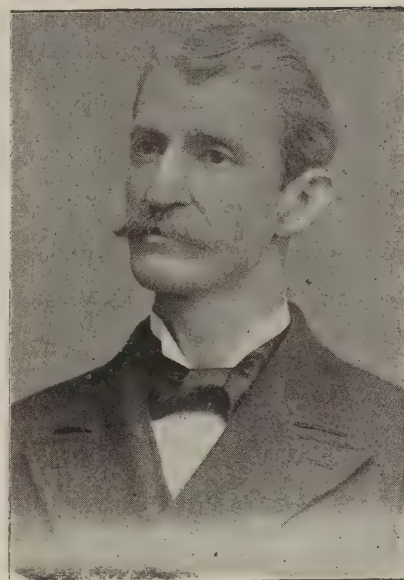
The board of trade, the factories and great commercial institutions, the art galleries, and museums were visited. A splendid banquet was enjoyed, at which "Field Marshall" Murat Halstead and representatives of a score of different states responded to toasts. Following the convention a tour was made by a special committee through Florida, in order to view the state and to correct errors that had gone out at that time



A. W. LEE, Ottumwa, Iowa.



H. W. MEYER,
Appleton, Wis.



LYNCH PERRY, Columbia, Tenn.



G. A. WILLARD, Booneville, N. Y.



JOSEPH LEICHT, Winona, Minn.



J. F. LANING, Norwalk, Ohio.



DELIA E. AMOS, Sydney, Ohio.

A FEW OF THOSE WHO TOOK PART IN THE PROCEEDINGS.

with regard to the destruction of the orange industry in that state. It was during this trip that the idea of an editorial winter resort was first suggested, and lands tendered for its establishment. The plan was kept alive until the visit of the Association to that state in 1895; finally, the undertaking was ratified by the action of this Association at Galveston, Texas, in 1896, and lands donated by the citizens of Interlochen for that purpose. Unfortunately the change of the climate, the lack of interest or aid from the association, and other causes that need not be mentioned, followed by freezes and frosts that destroyed plants, flowers and trees, and finally by a fire that destroyed the buildings, defeated this benevolent enterprise, and at a meeting of the board of control, held at St. Louis, February 22, it was decided to abandon that which had been cherished as a sentiment and looked forward to as a possible educational benefit.

I have, in these remarks, reviewed rather what has been set forth from time to time, as the objects of the organization, than given a narration of its doings, believing that these objects should ever be kept in view. I have been requested to say a few words for the past presidents of the Association who are not able to be present at this convention.

The third convention was held at Denver and was presided over by Hon. Charles H. Jones. Good work was done as to libel legislation—a resolution was adopted for the establishment of the National Printer Journalist, and the editors were made acquainted with the Hon. Wolfe Londoner and the boundless hospitality of the Centennial state. The mountains and the cataracts were viewed, and amidst the grandest scenery of earth, amid riven rocks and Heaven touching peaks, the editors joined in the grand old song, "Rock of Ages, Cleft for Me, Let Me Hide Myself in Thee."

The fourth convention was presided over by the Hon. A. B. White of West Virginia, at San Antonio, Texas. Unfortunately he has fallen from grace, and is now conducting a campaign for the governorship of West Virginia, and for that reason he is absent from our midst on this occasion. He and Jas. R. Bettis, who presided at the splendid meeting in Detroit, Mich., are represented by papers that under the rule adopted will be printed in the minutes of this convention.

Now, while this association has not accomplished all that was contemplated in its original formation, it has moved forward as a great educational force, until its influence is felt in every state of the Union. The calling it represents has been improved, and its standing and power advanced. The good work of the fifteen conventions has been recognized and what the Association has achieved since the first president laid down the gavel, will be narrated by the noble men who have presided over its destinies from year to year—men who are known and beloved by every member of the Association and by every progressive editor in the Nation.

Next on the program was a poem of welcome by Mrs. Margaret Hunt Brisbane of New Orleans.

Mrs. Brisbane was fittingly introduced by President Henry, and, after a few preliminary observations, delivered the following original poem, which was much applauded and encored:

Oh, welcome! thrice welcome! Before you I stand
A glad Southern woman to hold out the hand
Of courtesy, greeting and fellowship, too—
So proud to be ranked with brain-workers, like you!
From the fair, smiling face of our beautiful land
Ye have gathered to-night, such a glorious band,
And with joy-bells set ringing and flags all unfurled
We would give you a welcome to ring through the world.

Here's a health to the press! oh, so mighty the pen
To uplift or demolish the fortunes of men:
It rises, an angel, the guiltless to save,
A bloodhound, the guilty it tracks to the grave.
It paints for the millions the pictures that teem
In the brain of the poet who works in a dream.
The pen is a fairy, God-given, to bless
The whole civilized world—here's a health to the press!

Here's a health to the brave and courageous who stand
On the lookout to guard the best hopes of the land;
Who ring out the tocsin of danger when trust
And corruption are bending our brows to the dust;
Here's a health to the men who can handle the type
And stand by the press when the moment is ripe—
Brave workers, so ready to answer life's call.
Oh! brothers beloved, here's a health to you all!

Fling open the doors of the home and the heart!
From temples so sacred let no one depart;
A loving-cup brimmed with a welcome divine
We would lift to your lips—will you drink of the wine?
The lees are not bitter, the cordial is sweet,
The draught you may often and often repeat,
Yet never of wine in the beaker find less—
Will you drink of our loving-cup, friends of the press?

Such communion is holy! The wine, it is blessed,
And precious the grapes when the vintage was pressed;
In brotherly love now together we meet
With a joy in our hearts that is sacred and sweet.
Oh! greatest Proof Reader, whose paper is Time,
Grant each of thy workers a "story" sublime;
Correct every error, make perfect and bless
Our final proof sheets when they fall from the press!

Following Mrs. Brisbane came Mrs. Janie Garland Stewart Boyeson of Chicago, who sang her own production, entitled:

NEWSPAPER WOMEN.

(Copyrighted, 1899.

Words and Music by Janie Garland Stewart (Boyesen).

I.

We're newspaper women—but not of one mind;
We're all of us scribblers—but not the same kind;
For some take to rhyming and some take to prose,
And some go reporting, as all the world knows.
For newspaper women have quite a large field
In which to sow talents—but slow is the yield.
When hope and ambition have reached to the top,
An editor's frown will frost many a crop.

CHORUS.

We're newspaper women and full of our fun,
We're brave as the bravest—but know when to run,
Reporting's no pleasure, we seldom gain treasure,
But labor is sweet when we hear, "'Tis well done!"

II.

The newspaper woman's in every domain,
No hardship can daunt or her ardor restrain.
In slums, or society, quite at her ease—
No fears she the "devil's" call, "More copy, please."
The newspaper woman is full of soft guile;
When critics are cruel she knows how to smile;
She smiles so serenely yet gets in her blow
In a way that avenges, yet disarms her foe.

CHORUS.

III.

The newspaper woman must throny paths tread
Ere she can wear Fame's laurel wreath on her head.
While struggling and striving she e'er must have pluck
If she would achieve what the world calls "good luck."
Her spirit, undaunted, must soar to the sky,
A champion of Justice, her banner floats high.
A leader of women, she answers their call;
In bat'ling 'gainst evil she's foremost of all.

CHORUS.

IV.

When a newspaper woman tries writing a book
Of hist'ry or fiction, or ways one should cook,
She launches her craft on a perilous sea
Where windy reviewers with language make free.
The editor's pencil 's a dangerous reef
Where newspaper women come often to grief.
But whether on land or on sea, 'tis the same,
The newspaper woman will always die game.

CHORUS.

Mrs. Boyeson was encored, and sang another production of her own, entitled "Only a Silver Shield."

Before singing the song, Mrs. Boyeson said: "This little song, which I wrote some time ago, but which has never been dedicated, with the permission of the National Editorial Association, I would like to dedicate to this association. It may not be a great honor to the association, but it will be a great pleasure to me, if the permission is given."

THE FOURTH ANNUAL CONVENTION.

By Jas. R. Bettis, for Past President A. B. White.

Mr. President and Gentlemen:

In carrying out that part of your program which calls for a sketch from each past president of the year of his administration, Mr. A. B. White should speak for 1888; myself for 1889. He is prevented from attending your meeting, and called upon me to represent him before you. In my turn, I have been debarred by circumstances from appearing in person, and not wishing to shirk any part of my duty to my friend White or the Association, send you this communication as the only means at my command of redeeming my pledge. Mr. White is at present engaged in running for the nomination for governorship of his state. I am sure all his numerous friends will wish him success in his laudable ambition. I suggested to him that if the West Virginians did not suitably appreciate their

opportunities, to obtain a change of venue to the National Editorial Association, and we would elect him unanimously.

The meeting of 1888 at San Antonio, Texas, was not a large one. Twenty-two associations were represented by about 140 delegates. There were difficulties in advance in securing transportation that partly accounted for the small attendance. The inter-state commerce law was in the period of its bitterest enforcement, and was freely used by the railways to discourage editorial travel. In arranging for the meeting, President White



Past President A. B. WHITE, Parkersburg, West Va.

found himself confronted by great difficulties which only the hardest and most persistent work could overcome. It is said the great drain on his amiability, and the tremendous demand for vituperation from this cause changed the color of his hair in a single month. At any rate, he has been red-headed ever since.

The fourth annual convention of the National Editorial Association convened in Casino Hall, San Antonio, November 21, 1888. The meeting was exceedingly pleasant, though a quiet one. Probably the most important business transacted was in connection with libel law reform. The subject was introduced by a lengthy and complete exposition of the condition of the law at that time, under the title of "Libel Laws of Different States Compared," prepared by Mr. W. H. Brearley, of the Detroit Journal. The paper closed with a series of excellent and pertinent suggestions. The whole was carefully considered by the convention, and a report including a series of recommendations to the state associations adopted.

The sessions of the Association were continued for three days, and adjourned on November 23, to meet in Detroit the following August.

A majority of the delegates started on Saturday, the 24th, via the International and Great Northern Railway, for the City of Mexico. There they spent three days very agreeably, being received by President Diaz and shown many and various courtesies. The party reached Galveston on its return on December 5th and finally separated at Dallas on the 7th.

FIFTH ANNUAL CONVENTION, DETROIT, MICHIGAN.

By Jas. R. Bettis.

The fifth annual convention of the National Editorial Association at Detroit marked the emergence of the organization from its youth into full and strong maturity. The central location of the place of meeting, the victory of the newspaper advertising contract over the transportation difficulties of the inter-state commerce law, and the activity and ability of the Association and Detroit managers of affairs, all contributed to secure the largest attendance in the history of the organization up to that time, and rarely exceeded since. There were nearly 300 votes cast by forty associations in the convention, and, including the ladies and others accompanying delegates, there were about 450 in attendance.

The people of Detroit set about the work of preparing for the entertainment of their editorial guests in a most systematic way. They organized, several months in advance, a citizens' executive committee, of which the mayor was chairman, and Col. Fred E. Farnsworth, secretary. They had permanent headquarters, used special lithograph stationery, and carried along the work with a system and thoroughness that I

am sure has never been equaled by any other city entertaining the National Editorial Association. All the Association officers had to do with the Detroit arrangements was to sit and look on. An idea of the fine detail to which the preparations were carried may be gained from the fact that each delegate whose name had appeared as such in the Journalist was handed, on his arrival, a large envelope, addressed to his name. Opening this he found within a badge inscribed with his special office, if he had any; a pack of handsomely lithographed cards, with his newspaper and home address; a printed description and guide to Detroit; a bunch of street car tickets, and some other items I have forgotten. Could completeness of preparation go much further? Being relieved of other cares, the president was enabled to devote all his attention to securing the attendance of associations not hitherto affiliated with us.

As at San Antonio the year before, the subject given most attention at the sessions of the Detroit convention was "The Progress of Libel Law Reform." Mr. E. H. Butler of the Buffalo (N. Y.) News, gave, in a very able paper, a complete exposition of the situation at that time. Advertising schedules and agencies, and many other matters pertaining to the publishing business were discussed and acted upon. One of the frequent speakers, always popular and gladly heard, was Mr. James W. Scott of Chicago, since passed away. The Association was entertained by a carriage drive and river excursion, a reception at the residence of Hon. Don M. Dickinson, and a grand banquet at the Star Island House, Lake St. Clair, which was attended by over 500 people.

One episode that will not be forgotten by those who were in attendance at Detroit occurred in connection with Hon. Elliott F. Shepherd of New York. This gentleman was present by invitation and addressed the convention very pleasantly and acceptably. Afterwards, in an interview with a reporter, he gave expression to some of his peculiar and rabidly partisan views on Southern conditions, which naturally raised a storm among our Southern delegates, and was greatly regretted by all. The presiding officer spent a number of rather unhappy hours trying to keep public censure of our injudicious guest out of the minutes. There was no extended trip after adjournment, a few only going to Niagara Falls.

The President—We will now listen to addresses from past presidents—from the men who have so ably assisted in making this association and the history of the country. I now have the pleasure of introducing to you Hon. E. W. Stephens of Missouri.

THE CONVENTION OF 1891, IN ST. PAUL.

At this point Mr. Stephens stepped forward on the platform and spoke in substance as follows:

Mr. President, Ladies and Gentlemen:

Max O'Rell in one of his lectures upon American life, has made the statement that, for beauty, for elegance of manner,



Past President E. W. STEPHENS, Columbia, Mo.

for genius, for amiability of character or soul, the world has nowhere a type to compare with the Southern woman. After listening to the excellent poem of Mrs. Brisbane and the sweet music which is yet tingling in our ears, I think we can here to-night re-echo the sentiment of Max O'Rell. I listened last night with a great deal of pleasure to the gentlemen who were

before us on that occasion, and heard what they said about the enterprise of New Orleans and the glory of Louisiana, what they said about the jetties and the Mississippi river, and high water, for a long time; but I never heard them say anything about the Southern women and the Southern home. Of all spots on this green earth I know of none that to me has always possessed a more ideal interest than has the Southern home. I congratulate the members of this Association on their meeting in New Orleans, in this center of Southern homes, in this city of the Southern women.

I congratulate you, ladies and gentlemen, that after fifteen years of history of which you may be proud, you came back to this your first love. I did not have the honor of being a member of this organization when it was organized fifteen years ago, but I have always taken a great deal of interest in its history and am proud of its achievements. No organization in this country has done so much for the press of the United States. None has done so much to elevate it to a higher plane, none to-day is so representative of the press of this country as this Association, composed of men who stand close to the people, representatives of the people who are in touch with the people, who wield the power of this country, who wield more power and possess greater influence than the members of any other organization in the history of the United States. I hope the time will never come when any root of bitterness will grow up in it, when it will be dissolved or lose its power.

Now, there are several other speakers to follow me, and I shall advert but briefly to ten years ago, when in the city of Boston this Association conferred upon me the greatest honor that is within its hands, one which I will always esteem the highest honor of my professional career. The era of glory that followed that selection has had no counterpart in my history except the nine years of obscurity that have followed it. In common with my fellow-associates as ex-presidents, who can all sympathize in my experience, and exclaim with Wolsey, "Farewell to all my greatness, this is the state of man; to-day he puts forth the tender buds of hope, to-morrow blossoms, and bears the blushing honors thick upon him. The third day comes a frost, a killing frost, and when he thinks, good easy man, full surely his greatness is a ripening, it nips his root and then he falls as I do."

We met nine years ago in the city of St. Paul, at the source of the Mississippi river, near whose mouth we meet to-day. How the march of ideas, that like the current of that majestic river, has flown on since then, and how our country has prospered; and how upon the stream of public opinion has been borne that greatest of all forces, the press. Though New Orleans and St. Paul are separated by hundreds of miles, the same life giving river which has its source near St. Paul bears its life giving waters down and pours them at the feet of New Orleans. And so does the stream of public opinion flow; the same great ideas flow from one end of this land to the other. America is indeed one people, with one thought, one sympathy, one press and one destiny.

THE EIGHTH ANNUAL CONVENTION, 1893.

By Past President B. J. Price, Hudson, Wis.

Any gathering of the National Editorial Association is a noteworthy event. The eighth annual convention was especially so from the fact it was in the year of the wonderful Columbian Exposition, at the wonderful city of Chicago. Preliminary plans had been outlined for this meeting in May, 1892, at that never-to-be-forgotten convention in San Francisco, in the selection of Colonel John C. Bundy, of Chicago, as chairman of the local committee of arrangements. The following officers were also chosen to join with the executive committee in the labors of the year:

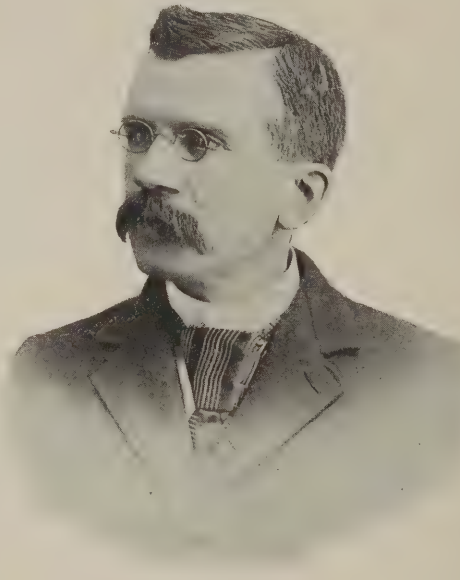
President, Byron J. Price, Wisconsin; first vice president, Walter Williams, Missouri; second vice president, H. J. Knapp, New York; third vice president, James H. Duke, Mississippi; corresponding secretary, Joseph M. Page, Illinois; recording secretary, William Kennedy, Pennsylvania; treasurer, A. H. Lowrie, Illinois.

A meeting of the executive committee was called at the Tremont House, Chicago, October 19, 1892, to formulate program and fix date of convention. But time had wrought many and sad changes. Colonel Bundy and Secretary William Kennedy had died, Benjamin B. Herbert, the "Good Father Endeavor" of the Association, had been frightfully injured in an elevator accident, and Treasurer A. H. Lowrie had gone abroad to fill a foreign mission. Reports that had been planned were accordingly not in readiness for the fall meeting, and little was done aside from passing resolutions of sympathy, and selecting a sub-committee to perfect arrangements. This body met January 19, 1893, and accepted an invitation to hold the next convention in conjunction with the World's Press Congress, conducted by President C. C. Bonney; also invitations from World's Fair management to enjoy the freedom of the grounds during the progress of the convention. Colonel Herbert had, in a large measure, recovered from his injuries, and as is always the case, rendered Herculean service in a thousand ways toward making the editors stay in the Garden City of the West one steady round of interest and pleasure.

He was joined in this by a large force of his fellow-townsmen. May 16 to 20 were the dates fixed for the convention, so

as to get the first flush of the great exposition, and also to be in touch with the Press Congress.

Joseph M. Page, our Napoleon of management, chartered the Mecca Hotel, or so much as was necessary, as the permanent home of the editors while in Chicago. This was half way between the fair grounds and the heart of the city. Its capacious parlor and telescopic balconies were well suited for our public gatherings, and the headquarters were all that could be wished. As the great exposition and the hospitality of the generous people of Chicago vouchsafed bountiful entertainment for the association, the officers purposely provided as limited a literary



Past President B. J. PRICE, Hudson, Wis.

and business menu as the necessities of the case would warrant. The stated program was formally opened on the evening of May 16, in the parlor of the Mecca Hotel. James G. Gibbs was selected as treasurer in the place of A. H. Lowrie and W. E. Pabor recording secretary in the place of William Kennedy. The opening session was memorable—interspersed with brilliant speeches and delightful music. Among the speakers were Hon. B. B. Herbert, Hon. Adolph Kraus, to represent Mayor Harrison, the late Major Moses P. Handy, chief of the Bureau of Publicity; the late James W. Scott, the gifted editor and the president of the American Publisher's Association; Governor George W. Peck of Wisconsin and President Price. The annual address was delivered by G. C. Matthews of Memphis.

Past President Cappeller, in a neat speech, then presented to the Association the gold gavel which had been bestowed upon it by the people of California, the year previous.

During the remainder of the convention only one session a day was held and that in the forenoon; but a number of valuable papers were read and many live topics discussed. The one session afforded the delegates and their ladies much time for the exposition and for the outings provided by the hospitable people of Chicago.

The convention proper, the exposition and the outings afforded joyful experiences enough for many pages of description, but time will not now permit a review. On Sunday evening the association attended Plymouth Church and heard an eloquent sermon by Rev. Frank W. Gunsaulus, on the text, "Acquit Yourselves Like Men."

Convention met Monday morning and wound up the business details, then adjourned to participate in the World's Press Congress at Memorial Art Palace in the evening. An elaborate program was provided, rather too elaborate for the time and endurance of the assembled throng. This was supplemented by two or three days of literary surfeit; which, it must be confessed, was far more laborious and tedious to the officers than it was valuable to the members of the National Editorial Association; for, out of respect to good Brother Bonney's well meant endeavors, some of your martyrs were in duty bound to dance attendance at the grind, while the great mass of the delegates were reveling in the joys of the Midway Plaisance. The officers elected to maintain the succession were:

Walter Williams of Columbia, Mo., president; J. B. Eddy, Pendleton, Ore., first vice president; James H. Duke, Scooba, Miss., second vice president; Ewing Herbert, Hiawatha, Kan., third vice president; Joseph M. Page, Jerseyville, Ill., corresponding secretary; E. J. Acheson, Washington, Pa., recording secretary; James G. Gibbs, Norwalk, Ohio, treasurer.

Brilliant Walter Williams and his able aids made a fine record at the Asbury Park meeting the following year; and many

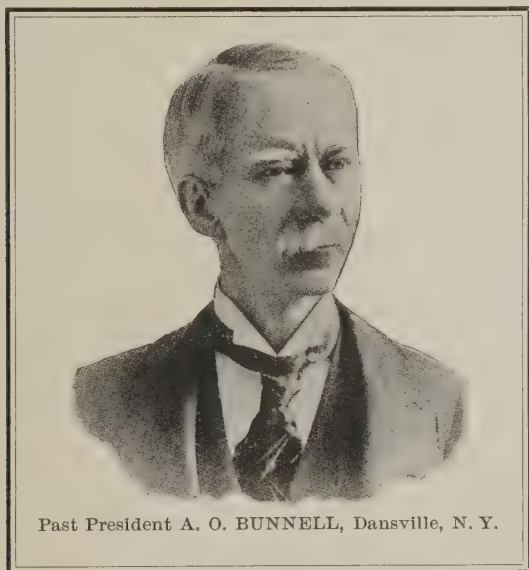
enjoyable gatherings have been held since; still, the manifold delights at Chicago, in spring of 1893, continue to enchant the minds of all who had the good fortune to participate. May the useful National Editorial Association live long to be a source of strength and delight to the editors of the land, is the wish of your eighth president.

Ex-President A. O. Bunnell of New York was introduced, and delighted his audience with an address full of pleasant reminiscences and replete with the most humorous remarks. He said in part:

ANNIVERSARY ADDRESS.

By A. O. Bunnell.

Mr. Bunnell commenced his address with a war story illustrating the size and potentiality of the National Editorial Association. He said these anniversary occasions fill our hearts with songs of reminiscent joy, albeit with now and then a minor note because of those we shall forever miss. He had been asked to speak of the tenth annual convention of this Association, of St. Augustine and of the southeast coast of the United States. He told of the two great railway trains of delegates, one from Washington and one from St. Louis, converging at Tampa; of an evening "Way Down Upon the Suwanee River," with veritable darkeys playing on the banjo the old familiar tune and singing the familiar words; of the pleasures enjoyed at the great Tampa Bay hotel, the inn, and on the bay itself, and of the final arrival at St. Augustine. He spoke glowingly of this most ancient city of North America, a city around which hangs the romance of Spanish chivalry,



Past President A. O. BUNNELL, Dansville, N. Y.

of English tenacity, and the final all-conquering power of Americanism; of San Marco's imperishable walls, of the old city gates and the great trio of modern world-renowned hotels.

The convention opened in the Hotel Cordova, January 22, 1896, with an elaborate program, in which the women took prominent part. He said: "Of all the many subjects discussed that one pertaining to the elevation of the standard of journalism and the moral tone of the press stands out in my memory like a peak rising from a plain. The convention did me the great honor to unanimously adopt as a resolution the recommendation on this subject in my annual address. Have we been true to our pledges then made, to refuse all questionable and impure advertising, and to exclude from our newspapers all that has a tendency to degrade?"

"To illustrate this serious question and to fix it more firmly in your minds, allow me to recall a romantic page in English history. Centuries ago, the Countess of Salisbury, the grandmother many times removed of the present marquis of that noble house, was dining with Edward III., when her garter fell to the ground. The gallant king at once picked it up and placed it on his own person. Noticing the sinister smiles of some of those about him he restored the garter to the countess, at the same time repeating the famous French maxim, 'Honi soit qui mal y pense'—Evil to him who evil thinks. From this incident originated that most famous of all British knighthoods, the Order of the Garter, to which only high-minded men are admitted.

"Why not resolve this great Association into the Knighthood of the Press, with its motto, 'Evil to him who evil prints'? How true it is that the evil which the newspaper

man does to his kind by printing evil things for the sake of profit comes back upon him with its shadowy power, shriveling his heart and blackening his character, and taking out of his life all the manliness and sweetness which make life worth living; while the good things that a newspaper man prints are like the mercy for which the peerless Portia plead; 'dropping as the gentle rain from heaven, it blesteth him that gives and him that takes.'

"The southeast coast of this country has been projected thousands of miles outward from Florida since our memorable debate on Cuba at St. Augustine. It is the coast of the Sulu islands and all the islands north of them in the great Philippine group, which are now an integral part of the United States, and to remain so! This is not politics. It is Americanism. And I predict here to-night that no future administration of this government, be it republican or democratic, will dare to give up one foot of soil won by American arms, baptized by American blood and dedicated to American freedom. It is one of the duties of this great Association, which has done more than anything else to make us one great homogeneous people, to bring together the new peoples and the old and to make the greater United States coherent and strong for the good of all peoples who shall dwell under the star-spangled banner."

THE SESSION OF 1897 AND OUR SISTER REPUBLIC.

By Past President R. H. Thomas, Mechanicsburg, Pa.

Mr. R. H. Thomas of Mechanicsburg, Pa., also ex-president, followed with an address entitled "The Session of 1897, and Our Sister Republic." He said:

"'Tis sweet to remember,
I would not forego—
The charms which the past
O'er the present can throw."

This is a time for memory, an occasion for a glance backward. Here in this beautiful city, this home of culture, refinement, business activity and chivalric patriotism, in 1885, was cradled the child that in the intervening years has grown to stalwart manhood, and now stands before the nation a giant in strength and a Hercules in influence. Nor do I esteem it a light honor that I was one of the few who then and there laid the foundation of the National Editorial Association.

The leading spirit, the guiding mind on that memorable occasion, Mr. Herbert, is with us yet, and to his untiring industry and calm judgment we are indebted for much of our present prosperity.

In that year I came to this city, a stranger, to represent the state of Pennsylvania at the great Cotton Centennial Exposition, and soon found myself surrounded by hosts of chivalric friends, who valued honor more than life, and from that hour down to the present moment I have entertained a feeling of high regard and deep friendship for the citizens of this city; the commercial mart of the largest, richest and most beautiful valley in the world.

Time will not permit me to indulge longer in these pleasant personal recollections, agreeable so ever as the task may be, I must, therefore, give attention to duties more in harmony with the purpose for which we are again assembled, in annual session.

In the years which have elapsed since our convention of 1897 I have found nothing to change the views I then expressed in my annual address as president of this Association; but much has come under my observation during that time to strengthen my former convictions, so that at this meeting I can but accentuate more forcibly the views I then enunciated.

I am convinced more thoroughly than ever that the press is the great educator of the age. It is a fact conceded, even by enemies, that in no country in the world can you find a people to compare with the high standard of intelligence found among our own people, the common people, the wage-earners, laborers, mechanics and artisans. And I am not claiming too much when I say that to the press of this country, the rural press, we are indebted for this proud distinction more than to any other power or influence.

And the same power holds in check ambitious and designing men who would not hesitate to rob the people of vested rights to realize their own wild dreams. It is difficult to enforce a law that is unsupported by public sentiment, and I conceive it to be the duty of the country newspapers to create and foster an aggressive and elevated moral sentiment that will demand the enactment of just and salutary laws.

Nothing that is for the public weal should fail to receive our endorsement and earnest support and nothing that militates against the general good of the community, the municipality, the state and the nation, should escape our censure and denunciation.

It is the glory of this Association that it has brought together in a common fraternity those engaged in a common calling and laboring for the accomplishment of the same noble end. North and South, East and West, know each other as never before. So strong are the ties of brotherhood that he who should now attempt to stir up sectional bitterness would

be denied a hearing and be relegated to the shades of obscurity. We are a united and a glorious country, marching to the music of industry, under one flag, the flag borne by Jackson and the brave defenders of this beautiful city, in the morning of the century now nearing its close.

Recurring to the meeting of 1897 awakens in the mind many fond recollections. A goodly number of us came from the rigors of a Northern winter to the land where summers never end; from a region where the mountains and valleys were covered with ice and snow to the flower strewn vales of the fair Southland, from where rivers and rills were ice bound to where rolled the waters of the noble rivers of the Lone Star state. The warmth of the climate was only equaled by the warmth with which the Press Club of Texas and the citizens of Galveston welcomed the members of the Association.

Buried deep beneath the silent flow
Of grateful, humble joy
Such precious scenes are ne'er forgot.
Mind locked in kindred mind, and heart in heart.
Pleasant, though brief had been our stay,
Now, stopped we, momentarily, to take our part
In sportive jest, and wit's sarcastic play;
Now armed our thoughts to try the friendly fray
On Reason's battle ground, but oh, if ever
The evil ones who love, and then betray,
Have tempted us affections bond to sever,
Here be the foe repelled, and love recalled forever

Our meeting at Galveston was a revelation to many Northern editors. We thought we knew something of this great state, an empire in itself, rich in mineral wealth, and possessing a soil of unsurpassed fertility; something of the glorious struggle her citizens made for liberty and independence, under that invincible leader, as brilliant in legislative halls, as he was brave on the field of battle, the hero of San Jacinto, but we found on our visit that we had formed too low an estimate of the resources of her broad valleys, the richness of her mines and the intelligence of her noble, brave and chivalric sons and beautiful daughters.

As we journeyed through her cities, by her sweeping rivers and across her broad valleys we were constrained to say, with the famous Queen of Sheba, "The half had not been told us." It was never my pleasure to meet and mingle with a more generous people than I became acquainted with during our stay at Galveston.

Texas is full of places of historic interest, places where her loyal sons fought bravely for liberty and gave up their lives nobly for independence, but these incidents are so familiar to my auditors, members of the editorial fraternity, that it would be presumptuous in me to take time to particularize where all are so meritorious. The story of the heroic struggle and terrible massacre of the Alamo is one of the milestones in history; a showing of American bravery that is forever the nation's pride.

Beyond the great Empire state we have a sister republic, Mexico, the land of the Montezumas, the home of romance and ballad, the land to which Cortez came a conquering hero, overpowering former kings and rulers; a land of wonderful but undeveloped resources!

Rich in scenes of historic interest as well as of poetic beauty. But from these twice-told tales, however thrilling we turn to the present, the Mexico of today, which, as a republic, is making giant strides in the art of good government.

The country, under the wise and sagacious administration of President Diaz, is advancing in the arts and sciences; in agriculture and commerce and in moral and mental education. The progress is great and good, but substantial progress cannot be made until caste is abolished and class distinctions no longer exist.

True reform can only be brought about through the newspapers of the nation, and it is because I thoroughly believe that fact that I hail with delight every move to bring the editors of Mexico into closer touch with the editors of our own great republic. We must point them the way to true greatness and prosperity. While we may be egotistical it is also natural that we should appreciate our own way, for we hope for the best. We must teach them the power of the press, and impress upon them the almost sacred trust an editor assumes.

The influence which we shall exert upon our sister republic will not arise from the circumstances of our possessing a peculiar form of government, but from the manifestation of our national mind, which is molded and fashioned by our newspaper literature more than by books.

The philosophy of our national mind is the philosophy of applied common sense, exalted patriotism and unswerving adherence to the right. Our sister republic can imitate our prosperity and happiness, only so far and so fast as she obtains the possession of this grand postulate of all prosperity, the philosophy of common sense. That our country has a great mission to fulfill I do most sincerely believe. It is destined to accomplish that mission through the education imparted by our newspapers, by the example of our institutions and by the influence of our literature.

In conclusion permit me to congratulate you, my fellow-editors, upon the good work already accomplished by this Association. It has brought into friendly and fraternal touch the

"ready writers" of the different states of our glorious Union. Before the organization of this Association there was no bond of sympathy between us. We scarcely knew of the existence of each other, and, each was left to pursue the bent of his own inclinations or the whim of his own fancy. Now we are a great brotherhood working together for the common good, and what is the interest of one is the interest of all.

I entertain high hopes of the future of our Association, and of the work yet to be achieved by the press of this country. Let us recognize that our duty to our readers requires that we tell them the truth, the whole truth and nothing but the truth, that neither for gain nor for a mere partisan success will we mislead or deceive them.

Public men will cease to disregard the will of the people when they know they are to be tried for misdemeanor in office by the newspapers of the country and that a true verdict will be rendered in accordance with the facts in the case. The masses are honest and incorruptible and look to the editor of their weekly paper to tell them when danger approaches and protect them from the machinations of demagogues.

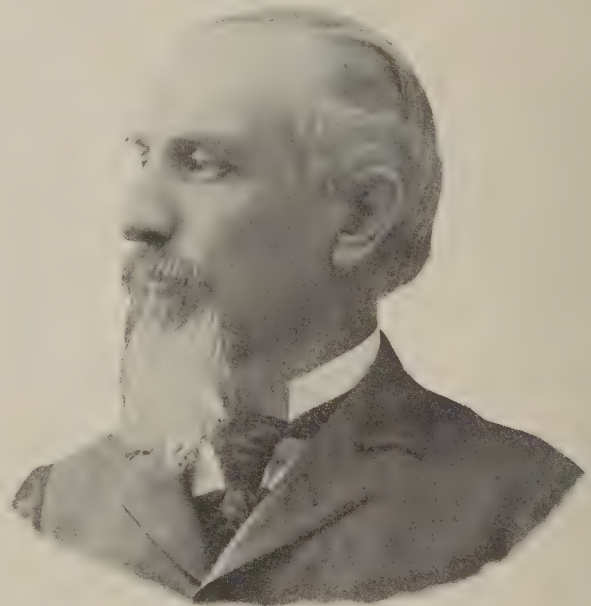
Knowing that the members of this Association will be true to duty and always be found contending for what will be for the good of the whole people and the future glory and prosperity of our great country, never as great as at this hour, I bid you good evening.

THE THIRTEENTH ANNUAL CONVENTION.

By Past President Louis Holtman.

Ex-President Louis Holtman, editor of the Democrat, at Brazil, Ind., next addressed the association, his subject being "The Thirteenth Convention of the National Editorial Association, in the City of Denver, Colo., on Monday Evening, Sept. 5, 1898." Following are his remarks:

The thirteenth convention of the National Editorial Association assembled in the city of Denver, Colorado, Monday evening, September 5, 1898. Welcome was extended by Hon. Alva Adams, governor, on the part of the state of Colorado, and by Hon. T. S. Murray, mayor, in behalf of the city of Denver. The program for the convention was arranged with a view to



Past President LOUIS HOLTMAN, Brazil, Ind.

giving one day to each, the business, the editorial, and the mechanical departments of newspaper making. On Tuesday, September 6, twenty-three addresses and papers were presented, all relating to the business and financial conducting of newspapers. The next day twenty-six contributions on the editorial work of the newspaper were presented, and in the evening a practical lecture, with stereopticon illustrations. Thursday, September 8, fourteen addresses on the mechanical department, and an exhaustive report on libel legislation, constituted the program. In the evening a banquet was given by citizens of Denver. Friday was devoted to committee reports, unfinished business and the election of officers. Saturday the excursion to various points in Colorado was begun, and the week following devoted to a continuous feast of sight-seeing in the Centennial state. I would not disparage the preceding or following conventions, yet it is with pride that I recall the enjoyments of the Denver, or thirteenth National Editorial Association meet-

ing, and can conscientiously say that it truly was a "feast of reason," and a journey of pleasure. The National Editorial Association had on a previous occasion enjoyed the hospitality of Denver and Colorado, and on the way to the San Francisco convention the editorial party were guests for a day at Colorado Springs, nevertheless the ladies and gentlemen constituting the thirteenth convention of the National Editorial Association learned more of and about the glories of Colorado in 1898 than they previously knew, and the citizens of that state now feel even more kindly towards the editors. As an evidence of the latter statement I recall to memory the presentation made the Association of a beautiful loving cup by citizens of Denver. Viewed from an educational standpoint the thirteenth convention was a success, and in its social character it was a success also. For this credit is due the people of Denver, the state of Colorado, and the ladies and gentlemen who prepared and presented the many excellent literary and practical addresses. On the way to Denver from Chicago a stop of three days was made at Omaha, where the editors attended the exposition, and on Sunday before reaching the convention city a sojourn of several hours at Lincoln, Neb., was delightfully spent.

Past-President Joseph Maccabe of Boston made a rousing little speech, displaying a large amount of wit and humor, all bearing the genuine Bostonian polish, and concluded in a serious vein as follows: "I sincerely hope that we will go on. I hope that we shall never hear of disintegration in this association as long as we live. I trust that we shall always remain united, for one cause, with one thought—that of the upbuilding of our profession, and the perpetuation of everything that is good and true and pure."

The next item on the program of the evening was an address by Mrs. Edith Weatherred of Oregon, on "Brain Commission."

After making a few introductory remarks, Mrs. Weatherred said:

Now, the subject which I have chosen is "Brain Commission." It is really not a very flowery subject; but I am not a very flowery person. I might have taken a subject on "The Highest Standard of Journalism," but if I had you would have expected something of a high order. I have taken a plainer subject. You might probably ask, What can a person say on this subject of "Brain Commission?" Well, there is this thought which occurs to me at the outset. Every line of business, almost every profession or occupation, has some provision made for its protection in its favor, to elevate it to a higher standard, except that of the editor. We have boards of examination for doctors, for dentists, for lawyers, for professors, in colleges; we have commissioners to look at the quality of our food, we have even heard of barbers having boards or commissioners in some places, but the profession of the editor has no provision whatever as a safeguard or to elevate it in the estimation of the people and to raise the standard among those who follow that occupation. I claim that we should have similar provision made in behalf of journalism; that those who wish to be editors or follow the profession of journalist, should be taught to be editors; that before any one is permitted to enter in that field he should be properly commissioned just as lawyers, doctors, dentists and even barbers in some places, have to be. If even barbers are not permitted to exercise their trade without evidence of their competency, for fear they might perhaps sever the windpipe of their patrons, why should any one be permitted to arm himself with a newspaper, the most powerful weapon which can be placed in the hands of any one, and be allowed to exercise it on the moral character of the people?

Do not think that I propose to act as censor here to-night. There are a great many other things which I might speak of. I might speak on the power of the press to do good. Take the minister for instance. His influence for good is not as great as an editor's. He is expected to be good, and if he is, nobody thinks anything of it; but an editor is not expected to be good, necessarily, and when he does anything which displays his goodness, it attracts general attention and exerts a much more powerful influence than if the same act were done by a minister.

There is another point to which I might call your attention, that is the commercialism of our profession. Of course, it is perfectly natural that we should look to the bread and butter side of journalism, but for all that I claim that we should endeavor to elevate ourselves to a higher standard; that in trying to furnish the people with what they look for we should never fail to endeavor always to elevate ourselves and to elevate the public with us, to a higher standard.

I must not forget to tell you how much I enjoyed the song of Mrs. Boyesen on "Women in Journalism." I appreciate it more than I can express, what you men have done for us, in having us come down, hand in hand with you. We appreciate it because we know that you all have excellent tastes, and we accept this act on your part as a compliment. We hope that we will succeed in behaving in such manner that you will always strive to have us by your side. I am sorry for those women who say that they have no confidence in mankind. I wish I could meet them to tell them that if they ever traveled

with the National Editorial Association they would never think that way. I wish to say that I have yet to see anything that could be considered in the slightest degree discourteous, or anything but what is expected of the highest and most honorable manhood.

In conclusion Miss Weathered said:

Let us see if something cannot be done in the future; let us see if we cannot secure legislation in such a way that we shall have a higher standard of journalism; that our profession shall be protected, and raised to a higher level, as lawyers, doctors, dentists and any other professions are.

Mr. W. E. Pabor, the poet laureate of the association, who hails from Denver, Colo., then read the following poem, entitled

MY LADY OF SIAM.

By W. E. Pabor.

PRELUDE.

Often in some little fancy there's a moral to be found,
Just as rose-buds lie in hiding in the rose-roots in the ground;
And, as sunshine in the summer opens up the perfect flower,
So a simple rhyme may sometimes be a thought-rose in Time's
bower,
And this oriental legend of a lady's changing dress,
Find suggestions of the splendor and the power of the press.

THE LEGEND.

On the sacred day of Sunday, robed in crimson, edged with
gold,
And with rubies on her bosom, flashing in the sunlight cold,
Came the Lady of Siam to kneel before the temple's shrine,
While the eyes of countless lovers waited for a single sign,
That she saw them, that she heard them, while the rustle of
her dress
Made a musical low murmur, as when lips with lips caress.

But on Monday, when they met her she was gowned in virgin
white
And, with moonstones on her bosom, was a vision of delight;
They were set upon her sandals and they gleamed upon her
hands,
And her face shone like an angel's coming from the Heavenly
lands;
She seemed like a vestal virgin from whose eyes there shone
a light
Brighter than from ancient Pharos, when it lit the Grecian
night.

Then on Tuesday, when the Sun-god rose above the ocean's
bars,
Lo! My Lady of Siam stood in the scarlet robe of Mars;
On her forehead flashed great garnets, as if, with their fatal
fire
She would pierce each lover's bosom with unquenchable desire;
And her heralds with their trumpets called the world to see
her face,
As, in scarlet robe of splendor, she moved through the mar-
ket-place.

Yet, on Wednesday, when they met her, what a wondrous
change was seen,
Winged Mercury was honored by the wearing of the green;
There were emeralds on bosom, on her forehead, on her arms,
And her movements matched the Sirens in display of maiden's
charms;
Were she walking in the greenwood every tree would bow
and say,
she is coming, she is coming, Queen of Elfland and of May.

But on Thursday all the colors that have ever graced the
globe
Blent in iridescent splendor in her lissome rainbow robe;
And the cat's-eye was the jewel moving with her pulsing breast—
Type of Jupiter, the brilliant, moving slowly down the west;
While her mood was sad or mirthful, as her lips by thought
were stirred,
Like the ever changing carols of our Southland mocking-bird.

When came Friday, oh! my lady! she was fair and sweet to
see,
Garbed in delicate blue veiling, such as fairy robes might be;
On her bosom glittered diamonds, and, like Hebe she held up,
In its gold enameled glory, Pleasure's bliss begotten cup!
Oh! her lovers, how they yielded to the magic of her charms,
As she smiled upon them sweetly—just beyond their open arms.

Then on Saturday she finished with the fashion's of the days,
In a gown of deeper color than are blue ethereal rays;
And her breast was starred with sapphires for the zodiacal
sign
Showed that Saturn in the star-spheres, called its subjects to
its shrine,
So, in magical surrender, meek and gentle as a lamb,
On the seventh day, in the sunset, stood my Lady of Siam.

Now the story of the lady who on each recurring day
By a time-old law of fashion, gowned in changeable array,
Seems to me to be suggestive of a paper, as it speeds
Every morning on its missions, meeting all man's varied needs;
Like chameleons in its changes, from which eager eyes may find
Every color of the rainbow, matching mood of mortal mind.

For the story on its pages, as on each day it unrolls,
Is a symbol of the changes of the actions of men's souls;
And no day is like another, in the green or in the gold,
Now tones that show the crimson as Life's vices are unrolled,
Telling on the printed pages how a heritage of crime
Follows on and follows after, on the calendar of time.

Days are but as was the lady who upon her rounded breast
Each morn hung a different jewel, putting lovers to the test
Of delirium of passion, or the anguish of despair,
Or of mood when hope triumphant waved its white wings in
the air;
Ever ready with her tempting, as once, on the Aegean rocks
Sat the Lorelei of olden, combing down their golden locks.

So the paper has its jewels that on each day of the week
Should give solace to the sad heart and give strength to those
who seek;
But it lifts one man and crowns him, while another it casts
down,
As the mood is on the writer for a smile or for a frown;
With his slowing moving finger down the white and virgin
page
He becomes a Nero fiddling or the Buddha of the age.

Never yet in lifted pulpit stood a preacher who could preach
To a greater congregation than an editor can reach;
With the wide world as the bible from which to select his
theme
And the lightning, at his bidding, doing duty; till a stream
Of electric tidings reach him as he waits to write the words
That shall be as thunderous echoes, or as song of singing
birds.

And there never yet was teacher, be he poet, sage or seer,
Who could ring so many changes on the days, as they appear,
As the editor whose fingers in the solemn midnight hour
Robs a monarch of his scepter, lifts a president to power;
Who metes judgment on his fellows, weaves a crown of thorns
for one,
Or a wreath of Fame's green laurels, when his type-touched task
is done.

So each jewel of my Lady of Siam shines but to say
That it typifies the pages of the journals of to-day;
Pinioning Time's passing story as an artist paints his thought,
So that he who runs may read it and the moral it has brought;
Time-proof as the stone of Egypt whereon, in pictorial style
There are printed world-old stories of the Pharaohs of the
Nile.

Oh, my brothers, in selecting topics for each passing day,
Take the themes that lift men upward, as they pass upon
their way;
And deal gently with the erring, for the mercy others plead
May be wanting at the moment when your own soul feels its
need;
Like the jewels of the lady, let your printed pages show,
Rainbow colors softly blending to the whiteness of the snow.

CLOSING WITH COMEDY AND PATHOS.

Last among the speakers of the evening was Hon. Wolfe
Londoner, editor of the Cyclone Cellar, who told the asso-
ciation what he knew about the N. E. A.

WHAT I KNOW ABOUT THE N. E. A.

By Hon. Wolfe Londoner, Denver, Colo.

Ladies and Gentlemen, Brothers' and Sisters of the National
Editorial Association:

I am not going to address you formally; I do enough of that
when we are separated, and, as the old formula runs, "I take
my pen in hand and drop you a few lines." But I am glad
to be with you, and I need make no affidavit to such a state-
ment. Look at me! Do I not look glad? Well, I am. I
might deceive myself or my customers, but I do not deceive
my looks. Yes, I am glad—glad to see you, not through a
glass, redly, as I have in times gone by, in a certain modest
subterranean parlor, on a street called Arapahoe, in a city
known as Denver—but face to face. And speaking of faces,
it does me good to once more gaze upon the countenance of
good old Mother Herbert, who is also father of the Associa-
tion, and who has for so many years been living for the chil-
dren. He is looking all sorts of daggers and shotguns at me

now, but, bless his dear old motherly heart, he wouldn't hurt
one of us for the price of a big bottle.

And there is Parson Gibbs, our treasurer, who is playing
double on us by laying up treasures in Heaven. Methinks I
see him now in the Sunday-school of which he is superin-
tendent—

"While the Sabbath bells are calling,
As he passes round the hat,
While the dimes and halves are falling,
And he winks—'get onto that!'"

Forgive the verse; I seldom drop into poetry, but when I
do I am like the preacher with the chicken; if it fills the void,
we don't care who was the owner. Gibbs may be compared
to the piano-player; he's doing the best he can and we must
help him. I would like all who are within the sound of my
voice to do what they can to discourage the lively tendencies
Gibbs is sure to display during this trip. Remind him of the
vows he has taken; cut him off the third time round, and if
necessary, bear him gently but firmly to his hotel, where he
may sleep it off and then devote the balance of his time to
fasting and prayer.

And there is Secretary Page. I am sorely tempted to take
a few leaves out of him. I am handicapped by but one con-
sideration—he has gone into mining, and has struck it rich in
Colorado, and if I should prod him up, as I had it in mind to
do, he might get huffy and retire to his rich property, and
shake us for good and all. Indeed he has become so independ-
ent and high-minded that I shouldn't be surprised if we would
have to elect him president in order to retain him in the As-
sociation.

Over yonder I don't see another face as familiar to us all
as that of the town clock in a country village. I refer to the
hairless but otherwise agreeable phiz of Walter Williams, he
of the falsetto voice, the silver tongue and the gold teeth.
Thus endowed by nature for leadership in either the Populist,
Democratic or Republican parties, the strong personal pull
he has with all of us is fully explained. Long may we remain
in the sound of the first, the thrall of the second and the cheer-
ful gleam of the third. Talking about Williams reminds me of
a noted character in the history of the early days of Colorado,
Judge Bradford. He also was from Missouri, and dressed pic-
turesquely in linen duster, high plug hat and was otherwise
ornamented with a high C voice, which sadly needed manicur-
ing. He used to make the circuit with light wagon and a pair
of mules. On one of his trips through the mountains to attend
court he lost his mules, and in his search came across a pros-
pecting miner, of whom he inquired if he had seen the animals
anywhere. The poor miner was very much impressed by the
queer tone of the voice, and his sympathies went out directly
to the much troubled judge. Said he, "Pard, we'll find your
mules if they're in the mountains, so don't you cry about it!"
The judge, pale with anger, squeaked back, "You damned fool,
I ain't crying, that's my natural voice!"

I am glad to mark the classic profile of Edwin W. Stephens.
His air of gentle refinement has long been the subject of com-
ment, but few know how he came by it, hence it may be inter-
esting to learn that when Edwin was a little lad, his father,
Hon. James L. Stephens, endowed the Stephens Female Col-
lege at Columbia, Mo., and Edwin, being small of his age, was
allowed to accompany his sister to this excellent institution of
learning. It was here that he acquired his ladylike manner
and modest deportment. But he grew—that gentle boy—and in
time he began to appreciate his opportunities. He began to
pass notes to the girls, and to lean over the fence and greet
them, not in words, but in a thoroughly satisfactory manner,
and then—it is sad, but one must tell the truth—the principal
of the school peeped over the fence, and—well Eddie had to
go. But he has never forgotten the sweet rudiments of earthly
knowledge there received, imparted from lip to lip.

Isn't that Mott Parrott over there? Yes, it is. Dear
old Parrott—he's a bird. By gracious, that's a happy thought!
I believe I'll let him go at that—and besides, what succinct
comment could express more!

For this opportunity of addressing you I am under lasting
obligations to our esteemed and highly honored president, Mr.
Henry. I honor him to the extreme limit of his 200 pounds of
rotundity, and to the topmost lift of his majestic height. I
honor the great ponderosity of this modern colossus of physical
perfection, who so genially and so condescendingly makes of us
less favored mortals his obedient Cyrano de Bergerac, to pull
his fuming chestnuts from the brilliant fires of surrounding
oratory, and while we blow our scorched fingers, he placidly
gathers to himself the enticing meat, the glory and the eclat
of the feast. If the outward structure of this perfect edifice be
any indication of its inward furnishing, what a mine of elo-
quence, what a territory of information, what a bewildering
area of intelligence lies here to exploit! Like our rich moun-
tain fastnesses of Colorado it needs but the pick and shovel to
turn it loose.

But I'm talking too long. When I find myself among you,
old friends and begin chaffing, I hardly know enough to stop.
But I will not tire you. I will be good to you as you all
have been good to me, and to show you how delighted I am to
be with you, I will add that I am going to be in at the death.

I came to stay with you to the finish. With a heart full of fraternal joy I bid you lead on, and I exclaim with Ruth, "Whither thou goest I will go, and where thou lodgest, I will lodge."

Mr. Londoner's concluding remarks came from the heart, and were as follows:

"I want to say this, that I have never had a chance, strange, though it may seem, to thank you one and all for the splendid, generous, open-hearted kindness that you have shown me on many occasions; but above all, I want to thank you for the loving cup that you sent me, after the adjournment of the convention at Denver. It is a compliment that was highly appreciated. As we stand here face to face, I want to say that I think more of that cup than of anything I have in this world. I will always keep it before me as long as I live. And it is not much to say that when I am dead, my daughter Ruth, whom you are acquainted with, has said that so long as she may live, she will always keep it."

The set program of the evening was completed when Mrs. Janie Garland Stewart Boyeson again delighted the audience by singing "My Southern Love."

Mr. Wolfe Londoner then moved that the convention adjourn until Friday morning, March 2, at 9:30 o'clock, which motion, being seconded, was carried, and the convention adjourned.

MORNING SESSION.

March 2, 1900.

At 10:30 o'clock President R. H. Henry ascended to the chair and called the meeting to order.

The following telegram was read:

March 1, 1900.

Colonel R. H. Henry, President National Editorial Association: Please express my great regret at inability to be present. Appoint some one to take my place on program.

An inflexible rate of one-fourth to one-half cent per agate line per thousand circulation for yearly display contracts, with twenty-five per cent extra for position, and double price for pure reading is my idea, sustained by vigorous editorial and commercial management, giving full value received.

The newspaper can fill its high purpose and destiny only by conducting its business on the same thorough plan as other successful vocations by true and progressive merit, with prices for space and goods based on a fair profit above cost of production.

FRANK H. GREER.

The President—Ladies and Gentlemen: Mr. Greer was the first one mentioned among those who were appointed to read papers before this convention. I rather think it is too late to appoint some one else to take the place of Mr. Greer, but there is a suggestion that this paper of Mr. Greer on advertising rates should be referred to a special committee, who should take this matter up and report to this convention a rate. I would like the opportunity of appointing that committee. If there is no objection, I shall make the appointment. Is there any objection? There is none. I therefore appoint the following committee:

A. W. Lee of Iowa (chairman).

B. G. Louthian of Indiana.

L. G. Niblock of Oklahoma.

Irving Todd of Minnesota.

I notice in the printed proceedings this morning the omission of one name. There are four names, when there should be five. The fifth name to be added is that of Mr. Sam Sloan of Iowa.

The president then announced the program for the day.

The first speaker was Mr. T. J. Daniels of Alameda, Cal., who delivered an address on

"AMITY AND RECIPROCITY AMONG PUBLISHERS."

By T. G. Daniels.

When I modestly announced in the Alameda Argus that I had been invited to read before the National Editorial Association a paper on "Amity and Reciprocity Among Publishers," I provoked the California brethren to mirth. It seemed to strike them as a joke that anybody should assume that there were any relations approaching cordiality between editors, especially editors who were rivals in business.

A publisher in Marysville invited me in sarcastic vein to come up to his town and get some instructive lessons in brotherly love. Another at Santa Cruz made no end of merriment over the idea of there being any amity down his way between newspaper men. There was hilarity all along the line. When I saw the frank acknowledgment of the generally understood editorial shortcoming, I was more than ever impressed with the grave importance of the subject. I felt that it was indeed a matter to be seriously discussed before such a body of publishers as this National Association.

It is worth while to recall, at the outset, that the guild of publishers is almost the only profession which the spirit of

reciprocity does not largely control. In all professions, and especially in all business, it has come to be the prevailing feature. We see men in all walks of life combining, or at least coming to an understanding, for mutual benefit. But publishers so often remain aloof, separated by jealousies and hatreds that should have no place in this progressive and co-operative age. Too many of them continue to print the tax list for one cent a thousand ems to overreach the reptile contemporary down the street, who is anxious to print it for two!

The lack of amity between publishers is the weakness of the profession. The quarrels of newspapers one with another are the chief things that keep the press from the enjoyment of its full and rightful power. And I speak for the class of publishers which composes this Association, though there are others. The big publishers are as full of the taint as the smaller ones, and make more dazzling spectacles when indulging in the professional failing.

If publishers live far enough apart, they may get on fairly well, but their amity pales as distance decreases, and when they find themselves in the same town, there is almost sure to be none at all. In a majority of instances there is open hostility. This is often pursued to the point where profit and influence are immensely lessened, if not entirely dissipated.

We have all seen editors, honest in their convictions, loyal to their principles and true to their professions, performing prodigies of valorous service for their communities, yet falling far short of their honors and their reward through their inability to refrain from quarreling one with the other.

In whatever may be said here, it is understood of course, that none of the publishers composing this assemblage is referred to. We are all right; but we all know of those who delight in strife—who never will be good—and it is these who need reproof.

The journal that is close to the people, is the minor newspaper; that is to say, the country newspaper. This division of the press was never so influential as at the present time, and I might add, never fell farther short of its just reward. In the evolution of journalism, the minor press has come the nearest to maintaining its pristine power. The major press—the big metropolitan newspaper—has become enormously commercialized. It has been magnificently developed mechanically, but it is to be questioned if the hold it has on the public conscience has kept pace. But the country press remains much as it was, the counsellor and leader of its clientele.

The metropolitan paper is impersonal to a degree. Nobody can find the editor or anybody responsible should he start out to protest against its contents, but the minor paper is acutely personal. Its editor is seen and known of and mingles with, his patrons, and is answerable to them always for the things he utters day by day. They know who is talking. Consequently his paper is a closer reflex of public sentiment. The very fact that its editor is more directly responsible to his patrons; that his success must come through personal goodwill; that personal power is not possible for him without personal esteem on the part of his patrons—all these facts make him truer to the best journalistic ideas.

Out in California the State Editorial Association has taken this subject up. Its leading members saw the great disadvantage that publishers labored under in having no concert of action or understanding. They saw they were prey to advertising agents, who played one publisher of a town against another and those of one community against those of another, till he got his business at ridiculous figures. They saw that the isolated publisher, just as the isolated man of any vocation, had no just comprehension of the emergencies continually arising, and if he has, that he was not free to take the wisest action to meet them, because of his fears, jealousies and hates. A committee was appointed, of which I had the honor to be a member, and which took the matter in hand and devoted a good deal of study and discussion to it. The committee formulated a plan of organizing the publishers of the state which now is in process of being carried out. I cannot report definite results yet, for it is newly launched and there is much work to do to overcome the habit and drift of years; but I feel sure the plan is sound, and can be made to succeed with discrimination and persistence.

The committee found that the chief fault lies with publishers who are acute competitors. The publishers in widely separated sections of the state, get on well enough. But this is not important. Those of towns not so widely separated are often on fairly good terms; but it is the exception when those of the same town, or even county, fraternize sincerely. They have a sinister distrust of each other, if they are not positively at war.

The committee concluded that the key to the situation was to establish mutual relations between publishers in every town. They must be got together and given object lessons on the folly of staying apart. It was decided to send out a missionary. The missionary was to acquaint himself as far as possible with the situation in each town before he summoned the publishers together. He was to learn both sides and so be in a position to effectually mediate. One of his strong points was to show how advertising agents thrive through the jealousies of contemporary publishers.

It is astonishing what a man of tact, thoroughly conversant with the publishing business, and who comes impartially to the task, can do in the direction of harmonizing antagonistic publishers. Of course, he is first regaled with the several tales of woe. Each in turn tells how he would come to an understand-

ing, but the other fellows are possessed of such astonishing unworth! There is no hope of harmony with them. But gradually, by showing how all are a prey to the buzzards of business when they stand asunder; by adroitly fetching out here and there that in the differences of the past the right has not been wholly on the one side, nor the wrong on the other, he is generally able to form a basis of understanding, and finally to fetch the warring factions together.

The basis of any such arrangement must always rest on good sense—the ability to see the necessity of concentrated action. There should never be a cinch proposition sprung. Combination should never have the aim of exorbitant prices. If it can be ingrained into the rivals that the salvation of both depends upon both being tolerant and fair, they will be much more likely to hold to a compact than if it is only a question of cinch.

After the close rivals of a town are made in some measure homogeneous, those of all the towns of a county should be organized. This is much easier, and if the first effort has been genuinely successful, will follow with comparatively little effort. Then there should be organization of districts, natural divisions of the state, if there are well-marked diverse sections. State organizations already exist, but they are too thoroughly given over to pleasure and perfunctory proceedings. The business end of the profession should receive more attention.

That which one publisher has learned in his experience and another has not, should be told for mutual advantage.

This plan we sincerely hope will greatly improve the lot of publishers of California. But we realize it will require some effort. It will be some time before those whom it is to benefit will appreciate its advantages so as to heartily co-operate. But it is worth trying. It is worth all the effort that must be exerted. It is the only way that I can see to get the publisher out of the rut in which he has ploughed so long, and in which so many have become discouraged.

And now, another thing: After the publisher has found it possible to get on better terms with his rival and contemporary he should have a season of introspection and see if he can not get on better terms with himself. The general public has too insignificant an opinion of the local publisher and editor. This is undoubtedly due in large part to the fact that the local editor has too insignificant an idea of himself. He does not within bounds take himself at his worth. Often he fails to comprehend the part he plays or should play in the community. He permits people to assume his insignificance without protest. He even cracks jokes at his own expense. How familiar we all are with the publisher who always reproduces every jest about the proverbial poverty of the editor! My idea is that the profession should never give assent to the belittling things, even though uttered in jest, that are heard and read of the journalistic profession. Let all stand up for the guild. Let every one feel that his calling is highly honorable, and that he is determined to do something to add to its importance and respectability. Let him feel that he is worthy of his hire. And when a patron says, as we have all heard patrons say, that their patronage is bestowed to help the enterprise along, and not as a business proposition, let him take issue.

The typical country editor is still more in evidence than he should be, though I am glad to say he is not in attendance at this convention. We all know him by his carelessness of attire, his cluttered den, his unkempt appearance, frequently his lack of energy, and the slovenliness of his columns. Anything that anybody will write up and send in, goes. If he is ever stirred to effort himself, he is likely to overdo it as he is sure to underdo it all the rest of the time. Those who assume that the local paper is but a begging institution have their justification in this class.

In no profession or business is the line of merit between individuals so faintly drawn. Of course, there is a general reputation, and discerning ones know the relative value of the papers of their community; but the general run holds that a newspaper is a newspaper, and the services of one are as valuable as the services of another. We practical newspaper men know the utter fallacy of such contention, but we realize how the public's disinclination to acknowledge it is one of the things which operates to keep from the meritorious their just reward.

I would have the publisher come up at the heel in every respect. He ought to become a better business man; he ought to become a better journalist. He ought to sleek up and have as much style about him as any professional man in his community. The preacher has no call to go before him in the affairs of his community, nor the doctor, nor the lawyer. Let him take his rightful place. Let him not complain through his columns week after week that he is not appreciated, or adequately remunerated. Invariably he is appreciated and remunerated to the full extent that he deserves to be. Instead of repining, let him go to work and command support by his energy, discretion and public spirit.

And I have a theory that this legitimate self-esteem, this proper feeling of self worth, comes with improved relations with his contemporaries. A man who is distracted with small controversies and quarrels grows petty in nature. Take these away and he broadens and feels that he is occupying more space.

Gentlemen, the evils of the profession are lack of real fraternal relations, and lack of a true self-appreciation,—though the latter is more the result of the former than an evil of itself.

Cast out the small jealousies; come together in mutual interest, and you will have done more to elevate the press than is possible in any other course of action.

The next speaker was Mr. Joseph Leicht, editor of the *Westlicher Herold*, at Winona, Minn., who delivered the following instructive address on

"HOW TO CONDUCT A SUCCESSFUL WEEKLY PAPER."

Ladies and Gentlemen:

At the request of the president I stand before you as a special, or substitute, not because I have anything special to say, but for the reason that the "regulars" have broken faith with the president and have not responded to the papers assigned to them. I was instructed to tell you all that I know or don't know about conducting successfully a weekly country newspaper. Most of you, ladies and gentlemen, heard yesterday the masterly explanation and instructive address as to "How to Conduct a Newspaper," and those who did not hear it will have a chance to read it in the April number of the *National Printer-Journalist*; therefore, it would be useless for me to go over the same ground, but I will say that most of the methods of a successful daily are, with the necessary changes to suit the circumstances, essential in conducting a weekly newspaper which shall be financially and otherwise a success. The first question, under the circumstances and to avoid covering the same ground covered by the paper yesterday, would be perhaps: Who will be a successful publisher and why are we not all successful? The foundation of every success in life is to do things right, and this answers both of the above questions. To do things right we must know how, and we must have the earnest desire to do everything right. This requires business ability, tact, intelligence and energy. Most all the failures in newspaper life are due to a lack of business ability, which is more important than the ability of writing good editorials. President Henry criticized very severely the advertising agencies yesterday, and he was without doubt correct in his utterances from the standpoint of the publisher, but I do claim that all the fault lies with us. The advertising agent is a shrewd business man; we, as a rule, are not shrewd business men. The advertising agent knows what he wants; we do not. To illustrate this, I will call your attention to a little incident that happened about a year ago. A certain agent from one of our western cities sent out a proposition for a six-inch "ad" and offered the magnificent sum of \$12 per year. I buried the glorious offer in my waste basket. By glancing over my exchanges the following weeks I detected the "ad" in a dozen or more papers. A few weeks afterward another communication of the said agency offered me the same "ad" for \$24, saying that they paid for the "ad" in other papers from \$6 to \$10 cash. I honored the firm with a postal card and said that my price was 45 cents an inch net, i. e., \$140.40 for the period of one year, and they should not waste any stationery on me, if they could not pay that price. They certainly would have to send stamped envelopes if they expected an answer to any of their business propositions, as Uncle Sam had not granted me the privilege yet to print my own postage stamps. The advertisement runs now in enlarged form in one of my papers, and we agreed on a yearly price of \$940, a slight reduction on my regular price.

A successful country weekly must also have a good local news-gatherer and a man at the head who is respected by all. To be a good social, all-around fellow is all right, but your constituents must respect you, and when you fight, your blows must strike hard and be effective, that the unscrupulous may be made to fear you. Your editorials must be regarded free from personalities and prejudice. All this requires a moral standing, which only can be acquired by strict integrity and uncompromising honesty. You must not be a tool in the hands of politicians, because they will discard you as soon as they have gained their end.

A publisher of a successful country weekly must be a man in the full sense of the word, "a man for a' that," as Robert Burns expressed it.

I could go further, but you have been taxed enough with this rough sketch of a successful country publisher, and I will only add that it requires more to be a successful publisher of a country weekly than to be a good politician, chew tobacco, drink whiskey and to make chips out of a stick of wood or from a box in a country grocery store.

After Mr. Leicht's address, Hon. Thomas M. Patterson, editor of the *Rocky Mountain News*, Denver, Colo., delivered an address

ON THE PAPER TRUST.

Mr. Patterson said in part:

I have not had time to prepare an address such as the importance of the subject allotted and the dignity of this association demand. Indeed, I thought I could not attend the association's meeting until three days ago, and I have been limited to time on the cars to arranging my thoughts for this occasion.

The trust, and incidentally the tariff is a delicate subject. The first question to confront one is, can such a matter be

discussed without thrusting a partisan question before a body essentially non-partisan, and disturbing its harmony and propriety? But we represent a great institution—the press. Its welfare is beyond every other consideration to this association, and the honest effort should be to learn what ills, if any, affect it, and if ills, what the cure.

The power and influence of the press are constantly advancing.

GOVERNMENT BY NEWSPAPERS.

There may be government by representative bodies today, but in the twentieth century, so near at hand, we shall have, practically, government by the newspaper. The modern newspaper is the lyceum, the debating society, the lecture room, the schoolhouse and the hustings of America. It molds thought, directs legislation, arrests wrongs and leads in all great reforms. It is the eye, the ear and the tongue of modern progress and civilization. Whatever hurts the press hurts the country. Whatever cripples the press cripples intelligence and education. Our fathers inserted in the constitution the declaration that the freedom of the press should never be abridged. The necessity that the press should be untrammelled, except as the publisher is amenable to him whom he wrongs, is greater today than ever before in the country's career.

MODERN TRUST A MONOPOLY.

Whatever may be our views upon free trade or protection, upon one thing all parties seem to be agreed—that the modern trust is a monopoly, and there can be no good monopoly controlled by private persons. Out in the Rocky mountain country, where the pioneers felt the treachery and cruelty of the Indian, there is an accepted saying: "There is no good Indian but a dead Indian." Before the country shall be five years longer in the grip of the 400 and more trusts, its patient and long-suffering people will cry aloud: "There is no good trust but a dead trust."

OPOSES FREE TRADE.

I am not an advocate of free trade in its accepted sense. I have not failed to recognize that duties may be so levied as to benefit young and struggling industries. In Colorado we are quite willing to protect hides and wool and lead and other outputs of the state by reasonable tariff duties, but at the same time whenever monopoly entrenches itself behind a tariff to destroy competition, lower the cost of production and increase commodity cost to the consumer, we demand that the tariff be removed in order that monopoly shall be destroyed.

What is a trust? In the main it is the offspring of falling markets and ruinous competition. Commencing with the panic of 1893, the trust had its greatest growth. Dwindling profits, competition that continuously lessened profits led to co-operation to bring about economy in production, cheapened production, and with it stability and increase in profits. At first monopoly did not enter into the problem—that is the bastard child of greed, begotten out of the possibilities of a tariff with co-operation.

COMPETITION DESTROYED.

Do they destroy competition? How easy! Where some well organized and well developed trust has a monopoly of a commodity let the company of moderate or even large means try conclusions with it. Emboldened by the prospect of generous profits they invest their capital. Notice is wired from the central office to undersell the daring venturer. The price goes down. The new company falls to the new price; again the price of the trust goes down. Yet again the trust sends down the price. The process of underselling continues until the capital of the new company is exhausted and it goes into bankruptcy. The concentrated capital of the many easily exhausts the capital of the single company.

BOURKE COCKRAN'S QUESTIONS.

Bourke Cockran, in his address to the convention that met not long ago in Chicago to consider the trust question, in mocking tones asked whether a "monopoly that hurts exists?" "Where is it?" "Who is hurt and where?" "Has the octopus possession of somebody?" "Where is its lair?" The members of this association can answer, the white print paper monopoly hurts. Its hurts are felt in every newspaper office of the land. The white paper octopus has possession of the press, and its lair is in the customs tariff that excludes foreign-made paper from competition and shuts the door against Canadian wood pulp. The International Paper company is the name of the octopus.

THE PAPER TRUST.

On Jan. 31 the International Paper company was incorporated with a capital of \$45,000,000 and authority to issue \$10,000,000 in bonds. Since its organization the company has taken over about thirty-five mills; it commands 85 per cent of the print paper product.

From a paper signed by 157 American daily newspapers and submitted to the Anglo-American Joint High commission upon Dec. 27, 1898, the following facts appear: The company issued \$40,000,000 in stock for mills, spruce lands, etc., which at the highest possible market value are not worth \$12,000,000.

Ninety-eight paper machines were comprised in the plants of these mills, but only forty-eight were of recent construction

or desirable pattern. Not one of the mills in all the combination possessed all of the six essentials of the cheapest and most successful manufacture—cheap wood, cheap and ample water power, cheap rates to markets, modern machinery, wholesale production and concentration at one place under one supervision.

One plant which could not make newspaper on a number of its machines was unloaded upon the trust at a valuation of \$22,000 per ton of daily output, whereas intelligent authorities all agree that plants equipped with modern machinery, capable of producing paper under the most economical and most satisfactory conditions, can be installed at less than \$10,000 per ton of daily output.

For a mill that made no profit in 1897—a mill without water power and no sulphite attachment and which carted its pulp two miles—\$570,000 was its agreed value.

The organizers of the trust frankly admitted at the outset that its common stock represented but good will, yet a year ago that stock was selling at 60 cents with the par value of \$1.

Since the company was formed it has leased or bought in fee woodland in Maine, New Hampshire, Vermont and New York 1,000,000 acres, and more than 2,000 square miles of timber limits in Canada, and has acquired as a basis for future development water power capable of developing 100,000 horse power. The company has established agencies in New England, South America, Japan and Australia.

The Paper Trust thus controls the most available sources of supply of its raw materials and water power in this country. The water power and much of its spruce timber have undoubtedly been acquired not for present or future legitimate use but for monopoly purposes, to prevent competitors from entering the field.

A TARIFF TRUST.

That this is a tariff trust is made clear by the American Newspaper Publishers' Association. It says:

"The present tariff rate on printing paper, unsized, sized or glued, suitable for books and newspapers, valued at not above 2 cents per pound, is 3-10 of a cent per pound, or \$6 per ton. The tariff rates on mechanically ground wood pulp is 1-12 of a cent per pound, or \$1.67 per ton.

"Our spruce wood supply is limited."

The trust, to stifle competition, has increased its timber holdings more than sufficient to give it a wood supply for a long period of years. There are no considerable water powers beyond the control of the trust which can be operated for large plants, so that all that might be done in the United States toward the enlistment of capital, etc., would be inconsiderable in comparison with the wiping out of the duty on paper and the opening of Canada to our relief.

PROOF OF RESPONSIBILITY.

In charging that the tariff is responsible for many of the trusts I do not rest upon Democratic, but rather upon Republican, authority, and in urging that where the tariff is the citadel behind which the trust is formed and from which it raids both labor, competition and capital, the true remedy is to withdraw the protection of the tariff from it, I am supported by the highest Republican authority.

Ex-Senator Washburn of Minnesota recently wrote to the New York Tribune that "many of the trusts are benefited by protective duties. It is the duty of a Republican Congress to remove the duties at once whenever it finds that a trust is depending for its exorbitant profits largely on protective duties."

The St. Paul Pioneer Press, the acknowledged Republican organ of Minnesota, takes the same position.

The Chicago Times-Herald, the mouthpiece of President McKinley in Chicago, says:

"When the Pioneer Press says that it is the duty of the Republican party to repeal every protective duty under the shelter of which its beneficiaries have organized a trust or combination of any sort, to advance prices, it meets the views of the Times-Herald to a dot. Most certainly it should be the duty of Congress to abolish or suspend the protective duties on the products of any industry which has been organized into a trust and which has arbitrarily raised the prices of such products. No mercy or consideration should be shown to any combination of capital that takes advantage of a protective tariff to mulct American consumers."

Senator John Sherman said a few years ago:

"Whenever free competition is evaded or avoided by combinations of individuals or corporations the duties should be reduced and foreign competition promptly invited."

REPEAL THE DUTIES.

Then the remedy against the white paper trust, and the only remedy, is to repeal the duties on white paper and wood pulp.

H. O. Havemeyer stated last June before the Industrial Commercial Commission that "the mother of all trusts is the customs tariff bill."

It is idle to stop short of admitting white paper and wood pulp free. The quack doctor proclaims that his nostrums will cure everything from a wooden leg to unrequited affections. So quack politicians prescribe as a sovereign specific cure for every evil a penal statute. You can't convict for violating anti-trust laws; for, as in railway dealings, a way to evade

the strictest law against pooling was found, and now the same thing as pooling flourishes unchecked.

If tariff duties favor the paper trust, then the only way to defeat the trust is to repeal these tariff duties.

Canada is covered with spruce timber from Labrador to Alaska—enough to supply wood pulp for Canada and the United States for more than a century. Nine hundred thousand horse water power convenient to this continent of spruce is also in Canada. This vast supply should be drawn upon, if for no other purpose than to preserve our own forests. Were there no tariff barriers—if it were proclaimed the settled policy of the United States as to printing paper and wood pulp that our markets were open to Canada product—immense pulp mills, and even paper mills, would be operating in Canada and paper would not again exceed from 1½ to 2 cents per pound.

Surely the most rabid protectionist will admit that some articles should go upon the free list. In fact there is a very large free list—it comprises more than 3,000 commodities. Why not white paper and wood pulp be added to them? To add them would remove a heavy burden from education and intelligence—the means of enlightenment would be strengthened and multiplied.

Certainly the American Newspaper Publishers' Association is nonpartisan. Its membership comprises the leading daily papers of the country, and this without reference to creed or political belief. This association, in a brief in behalf of free paper and free pulp, said:

"While the enlistment of capital in American enterprises may exercise a slightly deterrent influence on the paper trust, the effect cannot be material because the trust owns the largest and best powers in localities where spruce wood is cheap and from which transportation is prompt and cheap. A successful and energetic competition cannot be maintained within the United States. The outside mills that do, or can, make paper are not equipped for the economical manufacture of newspaper. We must look to Canada and the foreign countries, where ground wood pulp can be produced at a cost of \$7.50 per ton, and where newspaper can be produced for 1 cent per pound. Free paper is therefore the only strong and permanent assurance of protection from this combination.

"The duty on paper stops cheap books and cheap newspapers. It taxes intelligence, because the newspapers are the people's school and library. All taxes upon paper are taxes upon reading and knowledge, upon the dissemination of information. Under any government such a tax would be oppressive and proscriptive. In a government based as ours is upon the intelligence and resultant virtue of the people, it is anomalous and monstrous. When this is done or proposed simply to add to the profits of a monopoly, the injury to public interests becomes a matter demanding the intervention of the government."

In a speech made by Mr. Bryan a year and a half ago he used a homely but fitting illustration. He said that when he was young he noticed that the farmers of his neighborhood in Illinois put rings in the noses of their hogs. At the time he wondered why they did this, but he didn't then learn the reason. Since he understood that it was to keep them from rooting up the sod and crops while getting fat, to keep them from destroying more than they were worth while getting fat. He urged that one of the chief functions of government was to put rings in the noses of corporation hogs. Let it be the resolve of this Association to do what it can to induce Congress to put a ring in the nose of the white paper trust hog. If it succeeds it will have accomplished more for this brotherhood of publishers and editors than everything else it has done, combined, during the fifteen years of its existence."

At the conclusion of Mr. Patterson's address, the convention adjourned to 2:30 o'clock p. m.

AFTERNOON SESSION.

March 2, 1900.

The meeting was called to order by President R. H. Henry.

The first thing on the program was an interesting and instructive address by Mr. M. E. Brown of Battle Creek, Mich., who spoke on the subject of "Type-Setting Machines."

At the conclusion of Mr. Brown's address, Mr. Cunningham of Wisconsin called for the report of the committee on constitution, to which was referred the amendment proposed by Mr. F. T. Cook of Oklahoma, to section 1 of article III. of the constitution.

The President—Mr. Stephens, chairman of the committee, will read the report.

Mr. Stephens read the following report:

Mr. President: We, a majority of your committee, to whom was referred the amendment to Section 1 of Article III of the Constitution, introduced by Mr. Cook of Okla-

homa, have examined the same and recommend that it do not pass.

E. W. STEPHENS,
JAS. H. SMITH,
J. W. COCRUM.

Mr. Stephens—Mr. President, I move the adoption of the report. Seconded.

Mr. Cunningham of Wisconsin—Mr. President, on behalf of the minority, I would like to submit a report.

The President—Mr. Cunningham will read the minority report. As follows:

Mr. President: We, of the committee on constitution and by-laws, submit this minority report on proposed amendment to Section 1 of Article III of the Constitution, and recommend that it do pass.

W. E. BOLTON,
T. J. CUNNINGHAM.

A Member—I move, Mr. President, that this minority report be a substitute for the majority report.

Mr. Arnold—Mr. President, I move that the minority report be laid on the table.

The President—Mr. Arnold of Indiana moves that the minority report be laid on the table. That question is not debatable.

A Member—Mr. President, I rise for information. I want to know whether if the minority report be laid on the table, that will not lay the whole motion on the table?

A Member—I call for a vote by associations. I ask that the roll be called.

This motion was duly seconded by the requisite number, and the secretary then called the roll.

The vote stood 206 yeas and 95 noes to table the motion.

The President—The motion is tabled once and for all for this convention.

Mr. G. Sperry, of West Virginia—I ask to go over this Article III of the constitution. While I know that these resolutions must go to the proper committee first, still I would like to state briefly that I think the article as it stands now works injustice, and that the evil should be remedied. I therefore wish to offer the following resolution:

Resolved, That Section 2, Article 3, of the Constitution of this Association be repealed, amended and readopted to read as follows:

Section 2. Each state and territory shall be entitled to representation in the National Editorial Association by one delegate for each three hundred thousand inhabitants thereof, or fraction of more than one-half of said number, based upon the census of 1900, who shall be admitted upon a duly attested certificate, signed by the president and secretary of their respective associations, attested by the executive committeeman of the National Association, acting for said organization; and on the receipt of the treasurer of the National Editorial Association showing the payment of annual dues amounting to ten (\$10.00) dollars for each delegate.

Members of the executive committee of the National Editorial Association shall be ex-officio delegates to the annual or special meetings of said Association, and they shall be charged the same dues as the regularly chosen delegates, and included in the total number of delegates to which any state or territory may be entitled. Provided, that each state and territory shall be entitled to at least one delegate.

The President—That resolution will go to the committee on constitution, I presume. Which committee do you wish it to go to, Mr. Sperry?

Mr. Sperry—The committee on constitution.

A Member—Mr. President, I rise to a point of order. The association has already refused to amend this article of the constitution. Its power over this article has been lost.

The President—It is Article II. It is a different article: the same article but a different section. It is Article III, Section 2.

Member from North Carolina—Mr. President, I have a resolution also to refer to the committee on constitution; an amendment to the constitution. In order that the whole matter may be considered at one time, I move to strike out all of Section 3 of Article I, from the word "from," and substitute instead "from all District and Editorial Associations in the United States," so that Illinois can have six associations represented here, and every state can have the same.

Mr. Blunk, of New York—Mr. President, you will allow me to go into this first resolution that was presented without opposition, because it will seem to you eminently fair that no association shall be admitted to representation in this convention that has not held an annual meeting in two

years. I understand that there are today in this convention represented associations that have not held a meeting in six years, and that their only existence consists in having a president and vice-president.

A Member—I arise to renew the point of order that I made a while ago. The association has already decided that we will not change our method of representation. That question is therefore settled for this meeting. We don't want to thrash old straw. We have decided that our membership suits us as it is.

The President—I think that is true as to Section 3 of Article III. It does not strike me as being applicable to Section 2 of Article III.

Mr. Sperry—I would suggest that there could not be a more ridiculous proposition than that just advanced by the member from Ohio. An amendment made or rejected as to one section of the article in no way prevents the assembly from considering amendments as to any other section of the same article. It is impossible to conceive how any man familiar with parliamentary law would support himself in such a proposition.

Member from Indiana—If our worthy president will take the constitution I think he will see that this other resolution to amend the constitution is clearly out of order. The last amendment to Section 2 of Article I simply provides that the representation shall be placed according to the citizens, or the number of inhabitants of the state, which is in direct opposition to the other one. It is impossible for the two to stand together. The number of editors is what we represent. We do not represent the Philippine Islands or Cuba. I say that that resolution is clearly out of order.

Gentleman from Wisconsin—Mr. President, it strikes me this discussion is out of order. I understand when this amendment was offered that the chair referred it to the proper committee.

The President—You are correct; I did. All this discussion arose after the question was disposed of. It arose after another resolution was offered by Mr. Blunk of New York. The Chair will hold that all these questions go to the committee on constitution.

A Member—Mr. President, there was a resolution offered that was laid on the table. Is a resolution to take that from the table in order?

The President—A resolution to table is understood to put the death knell to the motion.

The Member—I have a motion to make before this house. This organization can undo what it has done.

The President—State your motion.

The Member—I move that the resolution be taken from the table.

The President—Gentlemen, you have heard the motion; has it a second? The Chair will hold the motion is out of order. Gentlemen, what is the further pleasure of the convention?

The President—Gentlemen, the next thing on the program will be an address by Col. Hirma Young, editor of the Dispatch, at York, Pa.

Col. Young was thereupon introduced and read the following paper, on the question:

"CAN A JOB OFFICE BE CONDUCTED SUCCESSFULLY IN CONNECTION WITH A DAILY?"

By Hiram Young, Editor and Proprietor of the York, Pa., Dispatch.

Mr. President, Ladies and Gentlemen, and Members and Delegates of the National Editorial Association:

Your president, Mr. Henry, has assigned to me for consideration the question:

"Can a job office be conducted successfully in connection with a daily?"

"Yes" or "No" will answer this question. At the present time I know of job offices being run successfully in connection with dailies. I know of others being conducted at a loss.

Why are some profitable and some not? You might as well ask, Why do some men fail in business and others succeed? The same general rules which contribute to success in any line of business apply to the printing trade. A man to make a success of the printing business must understand the details of that business just as thoroughly as does the grocer or dealer in dry goods know the details of his business.

The more familiar the business man is with his calling the more intelligent is his direction and the desired results are acquired more economically and expeditiously.

There are many publishers who argue that a job department is an encumbrance to a live daily and that there is no

longer profit in job work. Some dailies, for these reasons, are abandoning their job plants. When I look around and see the large and profitable job patronage some newspapers of my acquaintances enjoy, I wonder whether those who failed have really given the matter a fair test. Have they managed the business properly? Did they not sacrifice the job end to make their newspaper a success? Did not newspaper work appeal more to their tastes than the exacting and monotonous detail of the job department? Or were they better adapted to hustling after job work and figuring than to discerning and catering to the tastes of an intelligent and discriminating reading public? No one can devise an infallible formula for successfully conducting in combination these two branches of printing. One may excel as an editor and publisher and vice versa. Some, even, combine the two branches and make a brilliant success. There is but one condition that assures that success. That condition applies to any other business. It is "Adaptability."

If a man is not fitted for it he can never successfully run a newspaper, no matter how successful a job printer he may be. Likewise a newspaper publisher, no matter how successful he may be or how big his bank account, cannot make a success of a job department if he does not know how to get the work in and turn it out at a profit. Some will say the times have changed and there is no profit in prevailing prices. These new conditions must be met with new methods. You must abandon theories which applied to past generations and accept things as they present themselves. You must have the latest mechanical devices and machinery of the greatest output. You must get out of the leisurely gait of the days when you figured \$1 per thousand impressions on a Gordon eighth medium. Go down the street and look at your successful rival; he has no idle presses, his hands have no standing time. He not only knows how to conduct two departments in his business, but every one of his employees is skilled in his department. Of course, under the present conditions, profits are smaller than ever before, but this loss is being made up by increased output, on the same principle as the storekeeper's motto: "Quick sales and small profits."

In this discussion it is no doubt fully understood that the great metropolitan newspapers are not being considered. Their fields and profits are large enough to make them independent of such adjuncts as job offices. All instances referred to in this paper are in the smaller cities and towns and refer to papers doing a business of from \$5,000 a year to probably \$50,000 a year. To such papers I argue that a job office is not only a benefit but a positive necessity, particularly to the smaller papers. If job work is not to his taste and the publisher applies all of his attention to the newspaper, that man should employ some competent man to run his job department and give him full authority.

If your paper is printed in a county seat town the jobbing department can be made still more profitable. By means already known to publishers of political papers, you can secure much official patronage which will help to keep the balance on the right side of your ledger. This contract with the county officials brings you in touch with an element productive of much news, which finds its way in your paper. The merchant, the manufacturer, the farmer, the mechanic, all read your paper, and naturally are in sympathy with you to such an extent as to use their influence in your behalf when they or their friends have work to place. When these people come in close enough touch with you as to place their business in your hands, they also keep you in mind when news events turn up. They are the ones who telephone you a runaway, railroad accident or death in their vicinity. If they do not have a telephone many will communicate with you by other means. Thus your paper is becoming more newsy. It is making new readers. From these readers you get your share of patronage for the jobbing department. Thus day by day each department is working in the interest of the other. The paper strengthens the printery and the printery strengthens the paper. You find your job patronage reaches \$3,000, \$4,000, \$5,000, or may be considerable more per year, while the extra help employed in that department requires but a small fraction of the total income. At the same time you will probably notice that modern advertising requires more frequent changes in ads than ever before. As most of these ads go on the inside pages of the paper a considerable force is required to get the ads up in the short time necessary. To constantly carry such a force of compositors for the emergency of a busy day would be unprofitable. Here's where your job room becomes a necessity to the small city daily. Your leading dry goods firm may want a half page, consisting of price lists, set in brevier or long primer, and a half a dozen or more other advertisers may increase their space or furnish a change for that day. Without the additional expenditure of one extra cent for composition you have these ads set. You turn your job room force loose on the ad hook and in a few hours the matter is no longer a problem. This makes it possible to produce your advertising space at a lower rate than the paper which has no job office. Thus you stimulate advertising and increase the earning capacity of your newspaper. Then on the other hand, in a pinch, your newspaper force can often give the jobbing department a lift and turn out a job in specified time without additional cost for labor.

Any publisher who does not believe in a job office as an adjunct to a newspaper should make a tour of the daily of-

fices in cities of from 10,000 to 40,000 population or more. An investigation of their methods will reveal that the two departments are working hand in hand. Either one would fail, else exist precariously, if conducted without the other. But by the combination of the two departments a business is established which is at once profitable and recognized by the community as one of the substantial institutions of the city. Of course it is assumed that the man conducting such a business as here described is a newspaper man, not a blacksmith, preacher, or ward politician, who has broken into the profession for the purpose of gratifying a yearning to show the world a model newspaper or to create a corner in county offices.

Because a man who is not equipped for conducting a newspaper and job office fails, is no reason why the two departments cannot be made to pay. The newspaper man who has served an apprenticeship in all the departments of the business, who personally directs the affairs of his plant, and has business acumen in his composition, under ordinary circumstances must and will succeed.

Mr. A. W. Lee, having stated that he had to leave immediately, the Chair announced as the chairman on the committee on advertising the name of Mr. F. R. Gilson of Michigan.

Next on the program was an address by Hon. Louis Holtman, editor of the Democrat, at Brazil, Ind., on "How to Make our Newspapers Popular, Useful and Influential," which is as follows:

HOW TO MAKE NEWSPAPERS POPULAR, USEFUL AND INFLUENTIAL.

Louis Holtman, Brazil, Ind., Democrat.

But few if any subjects in the realm of newspaperdom are any more germane to the craft, or more practical, than the text assigned for this paper; in fact, so eminently practical is it as to render it most difficult of handling without trespassing upon repeatedly trodden ground, suggesting and serving only what has aforesaid been relegated to the commonplace.

To be popular is to be adapted to, accepted and approved by, the populace, in other words, suited to the tastes, wants and whims of the people. Hence, the newspaper, to be popular, in both the generic and the applied sense, must be in favor with the reading public.

To be useful is to be of advantage and profit, conducive to some desired end or purpose, helpful in advancing a cause redounding to the benefit of the community and the state at large.

To be influential is to be potent and effectual in the dissemination of principles and truths and their impress upon the public mind, with their resultant reflexes and sequences.

So inseparably associated are these triplicate desiderata in the relations of cause and effect that it may be axiomatically assumed of our subject as a correlation, that whatever is popular, or in favor with the people, is, in a measure, at least, both useful and influential and that the useful and influential must, of necessity, from the nature of things, be popular.

Equally true is it, that indissolubly linked with the popularity, usefulness and influence of the newspaper are its success and prosperity.

As indispensable precedent material conditions to the popularity of the newspaper are the facilities and means for diffusion and circulation. Had this subject been discussed in the early and undeveloped period of our country's history, when the publisher of the country or home paper could reach his patrons and readers only by special carrier, on foot in the more immediately contiguous territory, and on horseback in the more remote sections of his field, it would have been recommended and urged that some system of facilities for expeditious delivery be devised and adopted as a government function and service. Such function has been established and its service made available to the newspaper, but not yet sufficiently developed and perfected as to afford universal munificence in the scope of its service.

The county or home newspaper, "Our Newspapers," will not have reached the goal of popularity, usefulness and influence until the free delivery system shall have been so extended and appointed as to afford every-day service to rural homes—even the humblest of every reading community.

As the unavoidable and logical deduction from this premise, the essential step to be taken by the newspapers of the people is that of unified effort and mutual co-operation in the direction of free suburban and rural delivery. Such facilities for systemized diffusion and circulation will tend to, and in due time result in, comparatively universal demand and market for the home as well as the metropolitan paper, which will then have become a necessity and no longer regarded, in the main, as a luxury.

Numerous utilities as the product of genius and enterprise have come into general if not universal favor and use in commonplace affairs, through their having been brought directly into contact with the people by a system of universal distribution, whereby a corresponding universality of market demand

has legitimately resulted. The same principle will hold good with the newspaper, through the thorough distribution of which every family may be brought into constant daily touch with the world about them, domestic and foreign, affected by every throbbing impulse of the commonweal—ethical, social, political, educational, industrial and commercial.

Then competition in quality and adaptation to the tastes, selection and appreciation of the patrons and readers of the newspaper will have become as commonplace and discriminative as that in any of the channels of trade in the diversified products and commodities in the markets of the country.

We come now, having provided the open door to the field of nominally universal distribution and circulation, to consider the factors and means by which to meet with correspondingly universal recognition. And here, as elsewhere in the realm of production, merit must be the criterion for usefulness and its logical sequence, influence. As the first corner-stone to be laid upon which to erect our idea of popularity, usefulness and influence is that of candor, truthfulness and reliability, to the scrupulous exclusion of shams and shoddies in dealing with the populace—a strict adherence to the principles which the manufacturer, the producer, the merchant, must maintain and honor in his line, whereby his brand, or trade-mark, in popular favor, becomes a household word, its consumption indispensable, its influence incomputable.

As a stream cannot rise above the level of the fountain, so the dubious, fickle, sensational newspaper can rise no higher in popular esteem, usefulness and influence in the circle of its sphere than the prevaricator, the twaddler, the sensationalist, in the sphere of his personality. The columns of the family newspaper, to attain to the coveted goal of popularity, usefulness and influence, must be as scrupulously guarded against the untruthful and unreliable as the pages of the school book against lessons of venality and the columns of the ledger against false entries and errors.

Do you say that the consummation of this ideal comprehends necessarily the expurgation of much that passes current as legitimate in the world of newspaperdom to-day? So it does. And who is able to compute by count, measure, or volume the service to the cause of common humanity to be realized from the unification and persistent co-operation of the newspapers of the country in honest, conscientious effort to attain and honor this ideal?

To attain to the conditions which our text presumes to be attainable, the newspaper must assume and maintain a plane of self-conviction, individuality and independence. To reason from analogy, observation and experience, the newspaper as a purveyor of news, the exponent of principles, the mentor of its patrons, and as the ready reference of a promiscuous but discriminating clientele, must have the same qualities of adaptability and credibility that inspire the public confidence in the personal capacity in the relation of these functions. Apropos of this axiom we may pause to inquire, What is the measure of usefulness to, and of the influence wrought upon, the populace by the personality devoid of the qualities and capabilities enumerated?

This individuality and independence must be so asserted and adhered to in methods as to radically disabuse the public mind of the too generally accepted notion that the newspaper is a beneficent institution, and not a purely business and commercial undertaking.

At this point it is pertinent to inquire, What are the principles and methods adopted and practiced upon and by which a commercial undertaking is organized and conducted so that it may reap the largest possible share of popular appreciation, and diffuse correspondingly its benefits and influences? Having a practical and clearly defined conception of these things, then from analogy and logical deduction we may lay down the premise upon which, and the methods by which, the business and economic aspects of the newspaper must be conducted that it may approximate the maximum in its sphere. As a proposition in the field of commercial enterprise, it will not be disputed that all patrons, actual and prospective, must be met and dealt with on common ground, to the scrupulous exclusion of all favoritism. Every measure of service rendered, and every article of utility dispensed, must be exchanged at a uniformly established market value. This principle in the world of legitimate, honorable trade is so suggestive and so easy of application that even the most verdant amateur in newspaperdom may not err therein. The subscription price of the paper must be the same to "all and sundry." Any deviation from this rule cannot remain a sealed book, but, on the contrary, like murder, "will out," and that, invariably, to the prejudice and detriment of popularity, usefulness and influence. Instability, slipshod methods in this capacity must, sooner or later, react in emphatic disapproval and the loss of patrons and readers.

So, too, the market price of a given amount of space, and position, other things being equal, must be a fixed quantity, and not determined from the proximity or remoteness of the advertiser, the class and quality of his wares, nor the approximate measure of trade benefits to be realized therefrom, but from an absolute scale, or schedule, corresponding with that of the dealer's staple article in trade, and uniformly maintained. By way of tangible illustration, what would be the gauge of the popularity won, the usefulness subserved, and the

influence wielded by the dealer in general stocks whose prices fluctuate with the phases of the moon, or conform to the diverse whims of customers? The essentially material principle to be impressed in this regard is, that the same laws of equity and compensation obtain everywhere—throughout the avocations of men and the economies of society—that like conditions and common ends as the ideal and goal of human effort are attained along parallel and not diallel lines in all the diversities of human application and invention.

There are certain characteristics of the newspaper, exclusive of quality of reading matter, which appeal to the popular judgment and appreciation, that cannot be ignored in our ideal product of the Faustian art preservative, as, for example, neatness and precision in mechanical execution—in other words, beauty of face lineaments, which captivate the eye; convenience in form, with order of arrangement in subject and matter, which facilitate perusal and economize time, and yet another consideration of vital significance, which is promptness in issue and delivery. The newspaper, to attain and maintain the full measure of popularity, must be placed into the hands of expectant readers with as much regularity as they are served their daily bread.

To quote from our text, the language "Our Newspapers" may be accepted as meaning the press of the country generally, or restrictedly, the daily and weekly press of general scope and circulation, exclusive of publications devoted to and supported by a special class of readers. We take it for granted, however, that "Our Newspapers" are such as presume to glean the whole field of current topics and miscellany, presenting in every issue something of interest to all classes of the reading public, serving something adapted to the capacity and appreciation of every patron, as, by way of illustration, the dealer in general merchandise dispenses his diversified commodities and utilities to all classes of consumers. In this analogy are we not afforded a lesson in order and arrangement, by conforming to which "Our Newspapers" may be made more popular, useful and influential? The dealer in general merchandise, to adapt his heterogeneous trade to the diversified wants and tastes, as well as convenience of the masses, organizes a department store, displaying every distinct line of goods independently of every other, so that the purchaser is guided in his selection by order and arrangement, and is not taken through the labyrinths and jumbles of a promiscuous stock at the expense of time and patience.

Why should not the newspaper recognize and take advantage effectually of this principle in make up by so classifying its contents and columns that the reader may have ready access to just what he wants? Why not subserve and attain the conditions and ends set forth in our text by the department newspaper, thereby saving to American readers not only "golden moments," but in the aggregate years of time, not to enumerate the vexations and annoyances experienced in the repeated random search and scanning of the promiscuous whole to discover and appropriate but a single principle or fact for the time being.

Mr. Taylor of South Dakota—Mr. President, I move that the legislative committee's report be read at this time, and after it is read, that it and the other resolution offered, I think by Mr. Sperry, and that the report of the committee on legislation be made the special order for 10 o'clock tomorrow morning.

The President—Gentlemen, you have heard the motion. Is there any objection that the report be read now. I hear none. It is so ordered.

Mr. G. A. Willard of New York read the report, as follows:

REPORT OF THE COMMITTEE ON LEGISLATION.

To the National Editorial Convention:

The committee on legislation, recognizing the rights given by virtue of the Constitution and the laws of the land, desirous of obtaining for our profession those equitable and just measures that shall permit us to stand upon even ground with all trades and classes, would submit for your favor and consideration:

First—We consider the formation of trusts as detrimental to the best interests of the country, and as President Henry asked for a remedy, so do we, as your legislative committee, urge the newspapers of this Association to speak out in strongest opposition to the Giant Octopus that threatens to strangle individual effort and enterprise, not only in the manufacture of paper, but in every avenue of trade.

Second—The tendency of the times is to advance prices; iron, cotton, corn and wheat, and every product has advanced, as well as paper. It is not the desire of this committee to inject political debate into this convention, and would therefore recommend that a committee be appointed to consider the effect of the tariff on the price of paper, and where it is found that the tariff is used to further exorbitant and illegitimate trust prices, we recommend the suspension of tariff on the raw material and manufactured products controlled by these trusts. This committee to work with other organizations and

enterprises looking for a substitute for wood pulp and sulphide in the manufacture of paper. This proposition will find ready favor with the people throughout the country who are seeing the forests destroyed by the cutting off of timber, which have been so long essential to the rainfall and climate of our country, and that are safeguards against disastrous floods.

Third—The libel laws, as now upon the statute books in many states, are unjust and permit unprincipled, designing and unscrupulous men to take advantage of the newspaper fraternity. We would recommend that as far as possible equitable state laws be secured.

Fourth—We protest against any changes in the postal rates that will discriminate against legitimate publications, or that will favor one section of the country to the detriment of another.

Fifth—One of the great injustices to publishers of newspapers, and one for which there should be a legal remedy, is street car advertising. Under the charters given by the state no privileges are granted except for carrying passengers, and the contracts made by these corporations of street railways are antagonistic to the rights of the newspapers, and are clearly illegal. They come in direct competition with newspaper publishers, and the law as to the meaning of the charters should be enforced.

Sixth—We would recommend that the press of each state, through its representatives, in senate and assembly, ask and petition that the laws of each legislative session be published in two of the newspapers of opposite political faith, in each county in the state, and that a just price be paid for this work. In the state of New York the legislature acts in accordance with this, and the result is that the laws as passed are placed in the hands of the people, at an expense which is not burdensome, but which is very helpful to the newspapers throughout the state. All of which is respectfully submitted.

GARRY A. WILLARD,
L. C. TAYLOR,
H. B. VARNER,
E. H. PIERCE,
A. J. LANGER.

A Member—Mr. President, I desire to call the attention of the convention to the fact that if we pass a national libel law we shall throw all the libel business into the federal courts from the state courts. I know I am not strictly in order, but I wish to state this, so that the matter may be taken in consideration when the motion is submitted.

Mr. Laning of Ohio—Mr. President, I move that we adjourn until tomorrow at 9 o'clock.

Mr. White of Missouri—I second the motion. The motion was put and carried.

THIRD DAY'S SESSION—MARCH 3, 1900.

On motion of J. W. Glessner of Illinois, duly seconded and carried, Mr. F. B. Baillio, second vice-president, took the place of the president, who was absent, and called the meeting to order at about 10 o'clock a. m.

Mr. Hiram Young of Pennsylvania was appointed as committee of one to escort Miss Delia Amos of Sidney, Ohio, to the platform. Having been introduced, Miss Amos delivered the following well considered ideas on "Women in Journalism":

WOMEN IN JOURNALISM.

Paper Read by Miss Delia E. Amos of the Sidney, Ohio, Daily News.

Gentlemen and Ladies of the National Editorial Association:

I have been invited by your president, Mr. Henry, to read a paper before this Association. I have taken for my subject, "Women in Journalism."

In coming here to speak to you I felt that I was coming to stand face to face with an august body—with one of the greatest powers of the world, for such I consider the press to be. No monarch on earth, no autocrat can do what you can do. The responsibilities are great in proportion to the power, yet women as well as men seem willing to assume them.

One of the most wonderful changes of this age of changes is the crusade of womankind in the direction of business and away from her traditional domain of the kitchen and household. Women certainly have the right to do whatever kind of work they prefer, provided they do it better than those with whom they come into competition.

Of late years women have had all the professions thrown open to them, but there is undoubtedly none that requires greater self-denial or more strenuous and continued effort in the woman who pursues it than that of journalism, yet if she is neither an ignoramus, a drone nor a crank, and feels that she is willing to make whatever sacrifices may be necessary, what is she to do? Her ambition is proper. Her frame of mind is proper. Let her plunge into the work. She may prove to be physically or mentally or temperamentally unfit for it, for the strain is a severe one. Yet men fail, and if she fails

she will but line up with the vast majority of experimenters in the same field.

A newspaper woman must make up her mind that work is absolutely first in her life. The exigencies of a newspaper office cannot be predicted and no arrangement for pleasure can be permitted to stand in the way of the demands of the work. If a club meeting or an evening of pleasure has to be put aside it must be done gracefully and taken as a matter of course. She must be as willing to go out on rainy and disagreeable days as on bright and sunshiny ones, without one word of complaint. The woman who writes news, like the man who writes news, must adhere strictly to the truth. No respectable newspaper can afford to print lies or leave essential points of a story in doubt, even if it does involve personal discomfort to get facts. In a controversy each side must be given a fair show and the writer should be ready to swear to every statement made, and should be careful not to misquote anyone interviewed. What a world of trouble in newspaper offices would be put aside if the above was strictly adhered to, but how often reporters anxious for a "good story" are willing to color their articles and make them very sensational by putting in false inferences and leaving out truths until the article when printed would scarcely be recognized by one who knows the truth! Perhaps this will do in large cities on papers which like to be more sensational than reliable, but in a small city, facts are what we want, written in as bright and pleasing a manner as it can be done.

An up-to-date newspaper woman must be full to the brim of energy. She must have the happy faculty of making a good impression on sight and of making friends easily. She must have tact, must be vivacious, yet quiet and womanly enough to command the respect of all, and she must have ability.

A woman of education and literary taste may write occasional articles and do some small amount of newspaper work very acceptably, and finding such literary labors agreeable may conclude that newspaper work is quite easy. But it is not a brilliant article now and then that will keep the paper filled and make people want to read it. It is persistent, never-ceasing research for news, and constant care and watchfulness that every possible matter of local or public interest receives attention. The price of success in journalism is not a spurt of a week or a month and then an easy time, but a strong, steady pull day in and day out, and the ability to continue the work twelve months in the year.

A woman who would become a journalist must fit in wherever needed. She may be expected and called upon to read articles and prepare them for the printer, condense a paper of several thousand words into a much smaller amount without omitting a point or weakening an argument, read proof, hold copy for the proof-reader, write advertising paragraphs, attend to editorial correspondence, look after the make-up of the "forms," prepare advertising circulars, review books, write obituaries, report events, look after the exchanges, make clippings, and do a hundred other things. If she earns a good position she must do some one of these things well, better than any one else, and before she rises to an editorial position she ought to know how to do them all, or, what is more, know when others are doing them right.

Journalism is by no means purely literary work, nor is it without its disadvantages. The halo that surrounds it is largely fictitious. Every department of the work has more or less drudgery connected with it. The editor-in-chief knows what he wants and does not want, and all work must be done in accordance with his views, often in direct opposition to personal tastes. The hurry of the work, particularly on a daily and weekly paper, is very arduous, the associations in reportorial positions are not always the most pleasant; advancement is often slow, as even a person well fitted for the work is a long time obtaining thorough command of his resources.

The finished work of a woman's pen does not differ from that of a man's. The public demands the fulfillment of its requirements in a newspaper. The news, the editorials, the various departments bear no stamp to distinguish whether a feminine or masculine hand turned in the copy, and should bear none. It is facts, it is accuracy, judgment, prophecy, history, wit, knowledge of the present and the past and foresight into the future that the public demands, and these attributes have no sex. In the general field of newspaper work, aside from certain departments devoted especially to women, the journalist must turn out work that commands the respect of men and women alike.

That there was a prejudice against women writers down to within a few years ago is shown from the fact that many of the ablest women writers deemed it necessary to seek recognition for their talents under a pseudonym of a man. George Eliot more readily found a publisher than would have Marian Evans and George Sand than as her plain self. Miss Murfree felt she stood a fairer chance as Charles Egbert Craddock. Now it is an even race between writers of the gentler and those of the sterner sex.

Journalism offers large opportunities for doing good, for influencing public opinion and for purifying the atmosphere of the times. Socially a woman journalist of education and refinement holds large power, but her work is continuous. Mary Booth, late editor of Harper's Bazaar, said: "Editorial

work, like woman's work, is never done, and the planning of which it very largely consists goes on day and night without interruption." When Mrs. Frank Leslie was editor-in-chief and publisher of all the various periodicals bearing that familiar name, she looked after the business and the editing of her large establishment and read all the proofs and approved every make-up.

There is now hardly a newspaper or periodical that boasts of any circulation worth talking about that has not a woman on its staff, and many of them have several, who are doing all kinds of work for their journals, and if she can do as much work and as good work as a man she is apt to be rewarded with a like salary. Perhaps the latest acquisition in journalistic work done by women is that by Lady Sarah Wilson, who is acting as war correspondent in South Africa for the London Daily Mail.

A woman to succeed in journalism must not expect any favors, only a fair and even chance. She must be willing to work like a man, yet not be mannish. Her womanliness is always her chief charm. The field is wide open to her. The standard it raises is high, but the opportunity is as great as her ability, and any woman who can do as strong and finished work as a man can have a position.

The vice-president, F. B. Baillio, who was down for the next paper, speaking from the chair, stated that there was another paper on the program to be read before the convention, on the subject of "Optimism in Journalism," but that he would not impose on the assembly by reading it at this time.

The President—Mr. Screws of Alabama, chairman of the committee on resolutions, has a report to make.

Mr. Screws of Alabama read the report as follows:

REPORT OF THE COMMITTEE ON RESOLUTIONS.

This, the fifteenth session of the National Editorial association, held in New Orleans, where it was first organized, will go down in its history as a memorable one in many respects. Then but a mere handful, now with representatives from every state and territory in the Union, and each one imbued with the patriotic purpose of aiding in the advancement of the honor and prosperity of a common country. It has been amply demonstrated that there can be such wide differences of opinion as to make us "distinct like the billows," but in patriotic purpose "one like the sea."

Coming here in the midst of the carnival, an occasion the like of which can be seen nowhere else on the American continent, we have been impressed by the universal good nature which prevailed and the unvarying courtesy and politeness of the people.

To the various organizations in New Orleans which have contributed to our comfort in many ways, and aided us in the expedition of our business and in sight-seeing, our thanks are due and are hereby extended.

To the editors and publishers of the daily papers, who have furnished such full and elaborate reports of our proceedings, we feel especially grateful.

While there are some here who were not the recipients of the kindness literally showered upon the greater portion of the delegates in their journey from St. Louis to New Orleans, yet we feel that all can join in hearty recognition of the spirit which moved the citizens of Memphis to surrendering that city to our keeping; to the people of Grenada, small in numbers, but great in heart and hospitality, for their generous welcome, and to the people of Jackson, the home of our worthy president, for turning over to us the state capitol and bidding the legislature to adjourn that we might have the right of way. The stay in that goodly city was a round of pleasure from the moment of arrival until departure, and its people will ever have an abiding place in our hearts. At historic Vicksburg and in Baton Rouge, Louisiana's capital, the same warm-hearted hospitality was extended, and it was all a tribute to our profession and recognition of the power which we can exert. With these prefatory remarks, offered for your action, your committee also present the following resolutions:

Therefore, Be it resolved, That in every movement looking to the improvement of the mighty highway extending from the northern limits of the Union to the Gulf of Mexico, this association feels a deep interest and its members stand ready to aid in every legitimate way in advancing legislation that will enable the largest vessels in the world to come safely to the wharves of New Orleans;

Resolved, That to the Illinois Central railroad, for courtesy extended in taking our special train from St. Louis to New Orleans and in offering to take it back to the former city, we acknowledge our deep sense of obligation, which was greatly enhanced by placing us under the guidance of that golden-hearted gentleman, whose name is an index to his character, Assistant General Passenger Agent J. F. Merry;

Resolved, That to the Louisville and Nashville railroad, for taking this association over such part of its system as it desired to travel on; to the Gulf and Ship Island railroad, for transporting us from Gulfport to Hattiesburg; to the New Orleans and Northeastern railroad, for similar kindness, from

Hattiesburg to Meridian, and to the Mobile and Ohio railroad, for taking our special train from Meridian to St. Louis, our grateful thanks are tendered;

Resolved, That our thanks are hereby tendered to the Southern Pacific railroad, for its courtesy in taking to California such of our association as wish to visit that section of our country; for the courtesy extended by the St. Louis Terminal company, for passage both ways over the wonderful Eads bridge at St. Louis; to the Pullman Palace Car company, for many concessions and courtesies, and to the Western Union and Postal Telegraph companies, for generous use of their wires, we tender our sincere thanks; to Mr. A. R. Blakely, of the St. Charles Hotel, every member of this association feels a deep sense of personal obligation, for his unceasing kindness and courtesy during our stay in New Orleans.

W. W. SCREWS, Alabama;
MRS. EDYTH WEATHERED, Oregon;
F. A. ARNOLD, Indiana;
L. A. SHERMAN, Michigan;
J. C. HEMPHILL, South Carolina;
Committee on Resolutions.

A motion was made, seconded and carried unanimously, adopting the report. President Henry in the chair.

The President—Mr. Screws of Alabama has a special report to make for the committee on resolutions.

Mr. Screws—I will state that these are the resolutions which were adopted by the American Newspaper Publishers' association in the City of New York. That association, as you are aware, has among its members some of the greatest dailies in this country. They do not go as far as you might expect, still this is a non-partisan body.

Mr. Screws read the following resolutions:

Whereas, The price of printing paper used by newspapers in the United States has been arbitrarily increased in price from 60 to 100 per cent without reason or warrant to be found in the industry itself; and,

Whereas, It is the common belief that this increase is due to the workings of a trust; therefore, be it

Resolved, That the National Editorial association, voicing the sentiment in this case not only of its own members, but of the thousands of newspapers and publications of the United States, calls upon congress to make inquiry by means of a special committee into the conditions above described, to the end that suitable legislation may be provided to remedy this condition of affairs, in the interest of the best source of public information provided for the people, to-wit: The newspaper press, whose interest the founders of the republic held in the highest regard.

The attention of congress is directed to five bills now in the hands of the ways and means committee, not necessarily to the passage of any of them specifically, but as evidence of a great demand for some form of remedial legislation, to which the inquiry we request would be preliminary. We believe that the entire agitation against trusts presents no more concrete example than this, and your petitioners, relying upon the desire of congress to legislate in the interests of the people, believe you will accept the opportunity to make this inquiry in the spirit in which it is demanded.

The newspaper, it is fair to state, unlike most other forms of industry, sells at a fixed price, and has no means of putting the increased cost on to the consumer. In many instances it means the complete confiscation of profits, and in many others creates an actual loss.

The apparently sincere desire of all parties to deal with the trust questions removes this inquiry from the charge of partisanship, and it makes it what it is intended to be, an inquiry in the public interest.

Mr. Screws—These were the resolutions which were read yesterday and referred to the committee on resolutions.

Mr. Screws—The following amendments were recommended for adoption. The first one was recommended by Mr. Patterson of Colorado. It is as follows:

Resolved, That we request immediate action by congress upon the all-important question, so that the burdens under which the newspapers of the country labor by reason of the increased price of the white print paper trust may be removed at the present session of congress.

The next amendment was offered to the committee by Mr. Thomas of Missouri.

Mr. Screws read the amendment as follows:

Resolved, That a committee of seven members of this association, a majority of whom shall be Republicans in politics, be appointed to visit Washington without delay to urge prompt action in this matter.

A Member—I move the adoption of the report. Seconded.
Mr. W. H. Meyer of Wisconsin:

Mr. President: I think there is too much stress put upon the paper trust. I come from a section of the country where

there are twenty-five or thirty paper mills. Of these paper mills, there is not a single one belonging to the trust. Efforts have been made to get them in, but without success, so far, and there are other paper mills in Wisconsin, which I hear do not belong to the paper trust. I know there is a paper trust, but it seems to me that it has no effect on the price of paper yet at all. The rise in paper is the natural consequence of circumstances. Paper has heretofore been too low in price, the same as all other articles, and when the times have improved enough every factory will raise its prices. Everything that goes into the manufacture of paper, every ingredient, has gone up in price, but especially labor. In our state \$15 or \$20 per month was paid for laborers in the woods, now they cannot get them for less than \$25 and board. I just say this in explanation, to show that in my estimation the trust has nothing, or very little, to do with the rise in paper. For my part, I would rather see high prices and good times than to see low prices, low wages, and hard times.

Mr. Thomas of Missouri:

The rise in the price of paper is a matter that affects every publisher. I am one of those who are disposed to attribute that rise to this International Paper trust largely. The gentleman from Wisconsin, Mr. Meyer, who has just made an excellent defense of the international paper trust, excusing the monster combination in its wanton robbery of the American publishers, is positively mistaken when he asserts the paper trust has had nothing to do with the rise in the price of paper. The facts and figures, with the testimony of 10,000 American publishers, are evidence to the contrary.

The rise in the price of white paper is one that interests all of us. The paper trust is an evil that affects not only the publishers, but readers of your publications are affected as well. If the price of white paper remains as it is now, 70 per cent higher than it was, and 70 per cent higher than it ought to be, it will of necessity result in a corresponding increase in the price of all books, and your Bibles will cost more money.

But before entering upon the discussion of this great national question, permit me to express my gratitude for the privilege of addressing so large and so representative a body of publishers. Representing 15,000 publishers, and acting for the united press of America, there is no body of men in this world more powerful for good. The forces which have just entered Ladysmith, and before which the Boers of South Africa must bow, are weak in comparison to this body of representative editors. You make wars and prevent them; and the battles you have fought and won for civilization, progress and Christianity give you a place first among the world's heroes. And to be permitted to speak in this beautiful southland is indeed a pleasure and an opportunity I should and do appreciate.

I must also cordially and sincerely thank the members of the press all over this broad land, from California to Florida, and from Maine to Texas, for the very earnest manner in which they have taken the suggestion contained in my editorial of Nov. 15 and my circular letter which followed. Irrespective of party, the suggestion has received hearty support by the press all over the country.

Some one has said: "You are selfish. Why do you single out the paper trust when there are other trusts just as damaging? Why not fight all the trusts?"

My answer is that in battle we must strike the enemy nearest to us. We must concentrate our attack, and when one foe is vanquished, the enemy is that much weaker.

I say further that we are only acting in self-defense, for the trusts first attacked us, and our very existence is threatened, and when this great paper trust shall have gobbled up all the little country papers it will sound the death knell to the most potent defenders of the people's rights. The corporations and combines and trusts will flourish, with none to say nay.

Some have argued (and for a purpose) that it was a political question, but it is not a party question. Both great political parties oppose the trusts, and both favor tariff for legitimate purposes and condemn tariff used for illegitimate purposes.

The tariff on paper is used and abused by the paper trust to force the price of paper up, and can find no defense from either great political party.

Gentlemen who seek to make the attack on the paper trust a party question, and who seek further to hide behind the great Republican party and defend their particular pet trust, must come from under cover.

The Republican party that stands to protect and foster infant industries will no sooner protect and foster this gigantic paper trust, which was organized to rob the publishers, than will the chivalrous southern gentleman, who stands to protect any lady, offer that same protection to the robber and despoiler of your homes.

To protect the weak and struggling industries may be patriotism, and a weak viper might be protected by mistake, but when that viper grows to its full size and wraps itself in deadly coil around the publishing interests of America, striking death-blow after death-blow to honest, earnest agents of the nation's progress, it is time for the publishers to arouse and co-operate in self-defense. It is time for congress to give

the publisher an equal showing, at least, with this monster monopoly.

The just and legitimate fostering of useful industries cannot and must not depend on a protection of a trust, which is robbery. If your protection means that this greedy corporation, with its millions, must rob me of my pittance, then that protection is wrong, for there can be no excuse to license robbery. A little of my blood might be needed (and 'twould be gladly given) to keep life in a young and honest industry, but I rebel when that fat and greedy giant, with a financial avoirdupois of \$55,000,000, says I must be bled to death that he may grow fatter.

No sir; the gentlemen from Ohio and Wisconsin are wrong.

This is a non-partisan question and should be treated in a non-partisan manner. When a tariff to encourage the infant industries becomes a tariff to confiscate our property it can receive the support of no political party.

If such robbery does not arouse us to a sense of the wrong done, so that we will, as one man, act in self-defense and demand a remedy for this evil, the oppression will continue and the evil will increase until our property is swept away by the trust avalanche.

The Republican party does not stand for the increase in the price of paper; it does not and cannot advocate an increase in the cost of intelligence; it will not and does not throw a barrier in the way of progress; it will not, for it cannot, retard religious enlightenment by increasing the cost of white paper.

Greed and avarice, robbery and confiscation cannot hope for support at Washington, especially when that greed and avarice is feeding at the expense of the nation's intellectual advancement, when that robbery and confiscation is directed at the very foundation of intelligence.

A tariff to protect the International Paper company is a license to rob the American publishers.

Are the money interests of our country dearer to gentlemen in congress than the publishing interests? Have the corporations a stronger claim on our lawmakers than the people? Shall we stand idly by and see the great paper trust thrive and flourish and fatten at the cost of national ignorance?

What we need is concentrated action. Our cause is strong, but we must pull together for it to win. Our fight is just, but we invite defeat by delay. Let all who love advancement and enlightenment, and religious books and papers and Bibles; let us all unite under one banner and demand the repeal of the robber tariff on white paper.

The editors I address voice the sentiments of 20,000 publishers, representing more than 100,000 laborers in our print shops, and whose interests are directly and adversely affected by the tariff. Are these interests to be robbed while the national government lends a helping hand to the robber? I ask my brethren of the press, Republican, Democratic and Independent, to present a bold front and a determined appeal—a united demand for relief—and congress will not say nay.

The President—Mr. Laning of Ohio has the floor.

A Member—Mr. President, I move that in discussing this question the speaker be limited to five minutes.

The President—The chair has recognized Mr. Laning of Ohio; that motion cannot be put now.

Mr. Laning—Mr. Chairman and Ladies and Gentlemen of the Convention: I deprecate as much as anybody that this question should ever have been brought before this convention. I think that we have made a mistake in undertaking to discuss political questions, or questions that may become political.

The question of trusts ought not to be a political one. What care we as a body as to the question of trusts in general throughout the country? We are all against trusts, and I do not want any one of you to think that I would come here before this assembly as the advocate of any trust, or in defense of any trust. Further than that, I want to say at the outset that I am willing to subscribe to the doctrine that if there is a tariff in existence that makes it possible for a paper trust or any other trust to exist I am against that tariff. (Applause.) But, my friends, because there are trusts in this country, and because there is a tariff on paper, it does not follow that either the trust or the tariff, or both of them, are to blame for high prices.

I want to say that I hope the newspaper fraternity is not going to be misled on that subject, and what I shall have to say will be for the purpose, more than anything else, of showing that this intelligent body of editors cannot afford to deal with these questions; that they are things which we ought to let alone, and that we cannot do ourselves more credit as an organization than by expunging from our record every word that is uttered on this subject. (Applause.)

There are people who think that because two things exist at the same time one must necessarily be the cause of the other. Though it sometimes happens that the city of New Orleans will have the Mississippi river full to the

banks, while in the surrounding country there is prevailing drought, it does not follow, as some people perhaps might think, that the high water at New Orleans is the cause of the drought in the adjacent country, nor that the drought in the country is the cause of the high water at New Orleans. You recollect how, several years ago, when tomatoes were first imported into this country, people began to have cancers. They argued that tomatoes were the cause of the cancers, because the two came into existence about the same time. For a long time the superstitious people thought one was the cause of the other.

Now there is a high price on paper, and there is a paper trust. No one will dispute these facts. But the causes that produce the two things are just as distinct as the cause that produces cancer is distinct from the tomato.

There has been considerable said as to whether there is any tariff on this product or not. There is no tariff on the raw materials that enter into the manufacture of paper. There is no tariff upon woods. I am not going to stand up here and attempt to deceive you. It would be foolish to do so. Any one can go into the forests of Canada and cut all the logs he may choose; he may take all of the woods he desires to make them into pulp, and he can ship the logs or woods into the United States tariff free.

A Member—Which is cheaper, to buy the wood or the pulp?

Mr. Laning—I am not an expert on that question. In order that I might be correct in this I did not go to somebody else's hand-book on the question of tariff. I went to the United States statutes themselves, and there you will find, in volume 30 of the United States Statutes, at page 202, section 699 of the United States Statutes, that woods, or logs, unmanufactured timbers of all kinds, are on the free list. Now I defy anybody to successfully contradict this statement.

Mr. Nagle of Wisconsin interrupted the speaker to say that he had called at the custom house and had been informed by the collector of the port that there was a duty on mechanically ground wood pulp of one-twelfth of a cent per pound, by weight, while on bleached pulp there was a duty of one-seventh of a cent a pound.

Mr. Laning—The trouble with that is that you people read only the tariff list and do not read over the free list. But if you will consult the free list you will see that the statement which I have made is perfectly correct.

You people all understand the theory upon which the republican party has built its tariff. I want to ask your pardon for mentioning that the idea is that all raw material shall be brought in this country free. In obedience to that doctrine, woods for the manufacture of paper were put on the free list. And you, whose memories will carry you back far enough, will remember that representatives of the press went on to Washington to secure the placing of raw materials, rags, etc., on the free list. But that principle goes on further. The moment that work is put upon any material that moment do we put a tariff on it. This is done for protection against the labor of foreign countries, the cheap labor of Europe and other places. We say to you, bring your raw material here and do your labor here; manufacture your wood into pulp here, and it shall be free of duty, but if you take your labor from foreign countries, if you use the cheap labor of foreign countries, then in order to protect the American workman we shall make you pay a duty before you can bring your material into this country.

Mr. Thomas—If it is done to protect the workers in the American mills why is no provision made to protect those who work in the print shops?

Mr. Laning—This is not a place to discuss the tariff question. That being the case, there being no tariff upon raw material, I am unable to see how this question can cut any figure in this association. But suppose it is true, I am willing to concede it for the sake of argument that there is a small tariff upon the manufactured pulp. I am willing to take the question in that condition. But I insist upon this, that the tariff is so small and so infinitesimal that it does not affect the paper interest at all. It does not affect the price of paper in the least today. Why! the tariff is no new thing. The tariff today on paper is the same as it has been for twenty years. If it were a new thing; if last September, when the price began to go up, we had enacted a new tariff in this country, there might be some plausibility for the argument, but it is not a new thing. The tariff has been

the same for years and years. I say, if you insist that the tariff put up the price, you must insist that it also put it down, because you will admit that it went down from 1898 until last September, when it began to go up.

I want to say this to you, that the price of paper is dependent on a number of conditions with which the trust has nothing to do. We had a phenomenal low price for paper in this country for years. You have not forgotten the condition of things that existed here during the Spanish-American war. You know that every newspaper, in a short time, or many of them, more than doubled their circulation. There was an enormous demand for paper, and from that time, more or less, the price of paper began to go up. These high prices are not confined to the newspaper busi-

The experience has been in Europe the same, since the beginning of the Boer-English war. The mills in England and the mills in Europe have not been able to supply the demand. We have been exporting more largely during the last sixty days than ever before.

Now this thing is the test of the question. These prices present a question which is to be decided along the lines of economical principles, or the principles of economy. Paper has gone up just the same as cotton has gone up. The same conditions that sent paper up have sent cotton up. It is just as fair to say that the paper trust is responsible for the rise in cotton as it is to blame the trust for the rise in paper.

Now, another thing. You will understand—perhaps most



ON THE ROOF GARDEN OF THE ST. CHARLES HOTEL.

A snap shot of a portion of a group of the officers and members of the National Editorial Association taken immediately after the presentation of the silver service set to President and Mrs. Henry.

ness; in every line of business prices have gone up. You know what every paper agent used to tell you: "Boys, you better buy now; it's a good thing to buy; it's going up." And what did you do? Every one of you doubled your orders for paper and put in a heavy stock, expecting a rise in price. Then higher prices began to be charged, because the manufacturers had more demands than they could fill. Your order would be booked and you would be told that it has to take its turn. The mills worked night and day. But after a while everybody stopped buying paper. There is not one of you here present who has not paper on hand probably for several months to come, and you have been using this paper which you have in stock. What has been the result? Paper has gradually come down.

of you will; if you don't, I want you to know it—that this paper trust handles nothing but print paper—news paper.

There is no trust upon writing paper, there is no trust upon letter paper, there is no trust upon binders' materials, there is no trust upon book paper. And yet the price of book paper has risen more in dollars and cents than the price of newspaper. Understand the fact that there was no trust to push it up, or anything to foster that particular paper's price. The same movement carried the price of book paper that carried up the price of other paper.

I say this association makes a mistake in discussing this question from a political standpoint or any other standpoint. I hope, as I said in the start, that this association is not going to be misled.

I was about to call your attention to another fact. Suppose it is true that the tariff enables the trust to hold the price up, that the trust is reaching out and absorbing all the lands and placing its grip upon all the water privileges, what do you gain by removing the tariff? If the tariff has given them this power, and we will admit it for the sake of argument; if they have this power now, when you have removed the tariff, will they not still wield that power in their own interest; will they not rake up the thirty cents per hundred covered by the tariff of today. This thirty cents a hundred pounds instead of going into your pockets, would still be retained by them, because they would hold the price of paper up. Where is your interest? Are you sure that you are not being made the tail to somebody else's kite in this matter? Who are the men who compose the American Newspaper Publishers' association? Are they not trying to put the crown of thorns upon your brow that will give you instant pain. They are the men that are flooding this country with cheap papers; they are causing the ruin of every country weekly in this country. Is it your interest to foster them by asking for the repeal of that tariff? There is nobody who will profit more than the cheap novel, and the cheap magazines, and dailies, and the immense Sunday editions, that are ruining your business. These city dailies and city weeklies that are being hawked throughout the country at 25 and 30 cents a year. Where does your interest lie? Nothing on earth will compel them to raise their price, except the rise in paper.

Now, that is the situation. I say this question never should have been brought before this body. And this association cannot do itself any more credit than by simply voting to expunge from its record every word that is uttered upon this subject; every word political or non-political that has been said on the question. I thank you very much for the attention which you have paid me.

Mr. Nagle of Wisconsin followed. Mr. Nagle stated that he had communicated with a correspondent who was making contracts at the time with the paper mills of the Fox River valley, who stated that they had refused to make any advance in the price of pulp wood over what they paid the year previous. Now, said Mr. Nagle, I would like to know what is the cause of the advance in the price of print paper? If these people do not pay any more for pulp wood than formerly, and if the advance in wages is so very slight, why should there be an increase of 100 per cent in the price of print paper?

I understood the gentleman, who addressed the house a short while ago, to say that the tariff which is in existence now is the same as existed under the Wilson bill. It is less, considerably less, than it was under the Wilson bill. It was much higher then. Why, then, has the price of paper been advanced? It is simply because of the trust.

Why can't we draw our own conclusions on this matter? Every single convention that has met, either state or national, has always discussed the persecution and the prosecution of advertising agents. Will gentlemen stand up here and pretend that it is improper for us to protect ourselves against the greed of trusts. Are we going to sit idle when a trust is organized to ruin our business, and say that we must not appeal to congress for redress?

They argue that the great demand which is made for paper is the cause of the advance. The gentleman referred to the demand for paper in Europe. If there is some reason for the advance on account of the demand, why not open these full river stores in Canada, rather than shut the gates, and hold pulp at the mercy of the trust?

It is purely a business proposition, we are told. And gentlemen argue that things had best remain as they are, because the large papers, with their cheap editions, will ultimately be destroyed if the trust is allowed to continue its existence. That is an argument which to my mind has no force. It amounts to nothing more than saying that we must destroy ourselves, in order to destroy competition. I deem that a poor argument.

Now, if you keep this subject off from either a partisanship or individual opinion it is simply a business proposition with me. I feel that I am taxed \$300 a year by the paper trust. If the raw material has not advanced in price, and if wages have not advanced, when the demand for paper is greater, why then it seems to me that paper can be furnished cheaper than it was before. It is easy for any person familiar with mathematics to figure the immense profits

that are made. If there was a profit when paper was selling at \$1.75 a hundred, and it now sells at \$3.75 a hundred, you can figure for yourselves the immense profits that this trust is making.

If politics are mixed up in this matter, all I can say is, so much the worse for politics. But I believe it is our duty to take up this matter and never release it until we have secured redress.

Col. Hiram Young of Pennsylvania followed Mr. Nagle with an address as follows:

Mr. Young—I have been following the paper business as a trade for fifty years. I know that we paid more for print paper twenty-five years ago than we do now. I consider this a business question that we are discussing here. It is not a matter of discussing trusts or tariffs, but it is simply a matter of business. It is a question of making investments in this country. I remember when I paid 30 cents for paper. I paid 23 cents a pound for newspaper print by the carload. We thought when paper came to 10 cents, then to 6 cents and then to 5 cents, that we had cheap print paper. We now pay from \$1.85 to \$3 per hundred.

A Member—Mr. President, will you permit a question? We have important reports to make to this convention and I hope that you confine these speakers to five minutes, according to the constitution, or we may not be able to do the business we have in hand today.

The President—The constitution provides for ten minutes. We won't object if the speaker will limit it to five.

Mr. Young—Capital is seeking investment. We have wealth in this country doubling that of Great Britain. We are becoming from a debtor nation, the creditor nation. Money in this country is growing cheap. To protect the capital invested, capitalists, naturally, as they always will do, try to make the margin of profit that will compensate them for the investment under the circumstances. Capital will always seek profitable investment and thereby create a competition and regulate prices.

Now all agree that the newspaper man is not to be exempt from taxation, and we, as intelligent editors, should not claim any special privileges, and when we pay the price which we are now paying, we are not taxed beyond what we should be, or should properly be under the circumstances.

The advance in price which we have experienced in this country since our revived prosperity is not to fall upon one particular class of people, or one particular interest, but we must expect it to fall upon all. We should all share in the result; we benefit by it, why should we not also share in the advance, or in taxation, as we may call it? There is no reason why we, as an association of editors, should declare that we must be specially exempt from the general advance or from taxation. There is no reason, no justice, no equity in it, and we should be exposing ourselves to the charge of being unfair if we went to congress on such a mission as is proposed.

I might say that there are some among us who attended the anti-trust convention in Chicago some time since and who there committed themselves to certain doctrines, and it is natural that they should endeavor to influence the members of this association one way or the other. They are trying to inject their ideas and their notions into the proceedings of this association; but I say that we cannot afford to go into such business. Such action endangers the existence of this association, and we should eliminate such matters entirely from our conventions.

Mr. Page (New Jersey)—Mr. President, I now move the previous question.

Mr. Patterson—Mr. President, I rise to a point of order. Under parliamentary law the one who opens a debate has the right to close it, and before it is closed in this case I shall ask the privilege of occupying the attention of the house for ten minutes, under the rule.

The President—Gentlemen, you have heard the motion. Mr. Patterson has ten minutes.

Mr. Patterson said he did not think the interior country papers had felt the benefits of prosperity very much. The price of paper had gone up, also composition, and the subscription prices had not gone up, and there could not have been a large increase of advertising.

He went on to show that the increase in the price of white paper was not natural, and said that wherever there were trusts there were those increases in prices.

He said the gentleman from Ohio made exactly the same argument that every trust agent did in trying to satisfy publishers—the Cuban war, the drought, etc.

The rise in the price of white paper was exactly coincident to the formation of the white paper trust, and if it had not been formed, the publishers would now be paying the old price.

He regretted that the word "politics" had been used, as he only referred to the tariff as far as it referred to wood pulp, and went no further, because he saw how easy it was to arouse political prejudices, which is a trick that has been worked from time immemorial, in order to say "our side won," and allow the wrong to continue. He said the resolutions of the publishers' association did not represent his views of what the action of a newspaper publishers' association should be; it was too namby pamby.

Mr. H. C. Page—I now move the previous question.

The President—Gentlemen, you have heard the motion; shall the question be put? The motion is carried.

Mr. Screws (Alabama)—Mr. President, I move that in voting we vote first upon the original question and then upon the amendments. Seconded and carried.

The President—Mr. Screws will now read that portion which we propose to vote on.

Mr. Amos—I understand that in addition to the original resolution there are two additional resolutions, amendments, that were offered yesterday. I call for a division of the question. I move that we vote first on the resolution offered yesterday and then upon the other two resolutions.

The President—That is exactly what is proposed to be done. Mr. Screws will read the resolution, that is, so much of it as we propose to vote on first.

The resolutions above printed, as adopted by the American Newspaper Publishers' association, were then read.

The secretary called the roll, and the resolutions were carried by a vote of 244 in favor to 64 against.

The President—The first proposition is carried. The next portion will now be voted on.

Mr. Screws—This is a portion which was offered as amendment to the resolution yesterday. Mr. Patterson of Colorado handed it to the committee this morning, and we adopted it.

"Resolved, That we request immediate action by congress upon this all-important question, so that the burdens under which the newspapers of the country labor, by reason of the white paper trust, may be removed at the present session of congress."

Mr. Patterson—I move that we dispense with the roll call. Seconded. Carried. The resolution was then adopted.

The President—The secretary will read the third resolution.

The secretary read as follows:

"Resolved, That a committee of seven members of the association, a majority of whom shall be republicans, be appointed to visit Washington, without delay, and to urge prompt action in this matter."

A division was called for, which motion was carried, whereupon the secretary was instructed to call the roll, and did so.

The vote stood 140 in favor and 141 against the resolution. It was, therefore, defeated.

Mr. Holtman of Indiana—Mr. President, I move that we make the election of officers and the selection of the next place of meeting the special order for 2 o'clock this afternoon.

Seconded.

The President—I think, under the constitution, that is out of order.

A Member from Oklahoma—The election of officers generally follows immediately after the committee reports.

The President—Mr. J. W. N. Burkert has a report to submit on officers' reports. If there is no objection he will read it.

Mr. Burkert then read the report, which is as follows; which was adopted on motion duly seconded and carried:

REPORT OF THE COMMITTEE ON OFFICERS' REPORTS.

To the Officers of the National Editorial Association:

We, your committee to whom was referred officers' reports, beg leave to submit the following:

Few of us realize the burdens and extended responsibilities borne by the officers of the Association. It is gratifying to be

able to state that at no time in its history has the Association had more efficient officers than those who were elected at Portland last year.

You have heard with pleasure, no less than profit, the able, practical and businesslike address of President R. H. Henry. His thoughts were well matured, his propositions forcibly presented and conclusions fully sustained by the facts.

We endorse the program arranged by the president, which has been one of the most interesting within the history of our Association.

The remarks and recommendations by the president in regard to advertising rates are both sound and timely, and have our earnest endorsement.

We approve what the president says under the heading of the "Advertising Agent and Foreign Advertisers," and most earnestly commend his suggestions.

We endorse the president's reference to the paper trust, that is daily robbing the publishers of thousands of dollars. We would suggest that each publisher urge his congressman and senators to use every effort to afford relief, so far as Congress has the power. The press of the nation, by making a united effort, can force all political parties to support a measure that would afford relief. There is a remedy, and Congress should find it. If the paper trust is greater than Congress, and more powerful than the nation's press, then, indeed, have we arrived at the beginning of the downfall of American liberty. The people must rule capital, or capital will rule the people. If the paper trust is throttled, it will be a victory for the people and intelligence. If the trust is victorious, many newspapers will go into bankruptcy and the publishers will be forced to seek new and untried fields for employment.

We agree with the president that the proceedings of the association should be printed in pamphlet form, and recommend that 1,000 copies be printed from the type used by the Printer Journalist, the work to be done by said paper at a reasonable rate.

We indorse the remarks of the president in opposition to the "newspaper directories" and "publishers' unions," as we do the stand he takes against submitting our books for examination to the so-called Association of "American Advertiser."

We also endorse the suggestion made by the president that the scope of our association should be broadened so that the larger dailies may be induced to join it.

We desire to commend the work of all the officers for the past year. It has been able and efficient, and the association is to be congratulated in having such splendid and competent officers.

Respectfully submitted,

J. W. N. BURKETT,
Chairman.
WOLFE LONDONER,
EDITH MERIDITH,
J. M. S. HUNTER,
H. C. PAGE.

On motion the report was unanimously adopted.

Mr. L. C. Taylor of South Dakota—There was a report which was made the special order for today at 10:30 a. m.—the legislative committee's report. I now move the adoption of the legislative committee's report.

The President—Has it been read?

Mr. Taylor—It was read yesterday.

The report was then read as printed in the second day's proceedings.

Mr. Sperry of West Virginia. I wish to move an amendment to the report by striking out the clauses that in any way favor the enactment of a national libel law.

Seconded.

Mr. Sperry—Mr. President, Ladies and Gentlemen: When you are asked by any members of the newspaper fraternity to take any action by which you are going to take that matter of actions for libel from the courts of your state and place it in the federal courts, or the courts of the United States, held often in a distant state, you can rest assured that they know not what they do. I am certainly opposed to anything which attempts to substitute a centralized distant for a local, self-government. If your own people at home will not give you justice, it would be unwise to expect it from the Federal government. I hope that this body will never express a preference for national over a state law.

Chairman Willard—On behalf of the committee I will state that it does not object to strike out the portions to which the gentleman objects and accepts the amendment proposed.

The President—The portion objected to will be stricken out, unless there is objection.

The report, as amended, was adopted, on motion made, duly seconded and carried.

The treasurer submitted his report as follows:

TREASURER'S REPORT.

There are 318 names of executive committeemen and delegates on the official roll of the New Orleans convention, March 1-3, 1900; twenty-nine of the executive committeemen attended the meeting of the executive committee at St. Louis, October, 1899, and are exempt from payment of dues, leaving 289 from whom was collected \$6.25 each. The roll shows that 181 other persons accompanied the officers and delegates, and \$2 was collected from each.

Collected from 289 delegates @ \$6.25 each.....	\$1,806.25
Collected from 181 other persons @ \$2 each.....	362.00
Sundry items collected.....	5.25

Total amount collected.....	\$2,173.50
Balance on hand from Portland meeting.....	148.78

Total amount on hand.....	\$2,322.28
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I hereby certify that there is now on hand in the treasury available for the bills authorized at the New Orleans meeting the sum of \$2,322.28.

JAMES G. GIBBS,

New Orleans, March 2, 1900.

Treasurer, N. E. A.

The President—The financial report will now be read by Mr. A. W. Glessner.

Mr. Glessner read the following report:

REPORT OF FINANCE COMMITTEE.

Your committee have examined the very gratifying report of Treasurer Gibbs and find it correct. The handsome sum of \$2,173.50 has been collected this year.

Amount of funds available for payment of bills.....	\$2,322.28
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The payment of the following bills is recommended:

Printing official roll for credentials committee.....	\$ 30.00
President R. H. Henry, for printing and expenses.....	50.00
Secretary J. M. Page, salary.....	500.00
Secretary J. M. Page, assistant.....	200.00
Secretary J. M. Page, expenses.....	118.96
Recording Secretary R. M. White, salary.....	150.00
Treasurer James G. Gibbs, salary.....	150.00
Treasurer James G. Gibbs, expenses.....	117.96
National Printer-Journalist, printing proceedings convention 1900.....	350.00

Total bills.....	\$1,675.92
Leaving balance in treasury.....	646.36

	\$2,322.28
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Your committee further recommends that the sum of \$200 be allowed, as heretofore, the corresponding secretary for the services of an assistant; also that the practice of collecting \$2 for each person accompanying an officer or delegate be continued.

Respectfully submitted,

A. W. GLESSNER, Chairman.

I. F. LANING,

J. L. Power,

J. IRVIN STEELE.

March 3, 1900.

The report was adopted as read.

Mr. E. W. Stephens of Missouri then read the report of the Committee on Constitution and By-Laws, which was adopted as read. It follows:

Your committee on constitutional amendments and by-laws beg leave to recommend:

1. That the amendment to the constitution submitted by Mr. Londoner of North Carolina be not adopted.
2. That the amendment to section 1 of article 3 of the constitution, submitted by Mr. Blunck of New York, be adopted, as follows:

No member shall be entitled to a seat in this Association who does not bear a certificate from the executive committee of the association he claims to represent, attesting the fact that the said association has a membership of not less than fifteen members, and has held a regular meeting within twelve months prior thereto, and that he is a regularly appointed delegate of such association, and is a bona fide editor or publisher of a newspaper.

E. W. STEPHENS, Missouri;

W. E. BOLTON, Oklahoma;

J. H. SMITH, New York;

J. W. COCKRUM, Indiana;

T. J. CUNNINGHAM, Wisconsin;

Committee.

This report was adopted by unanimous vote.

A majority of the committee, consisting of Messrs. Stephens, Cockrum and Smith, presented a report recommending that the amendment to the constitution proposed by Mr. Sperry of West Virginia be not adopted.

The association adopted the report of the majority of the committee.

Mr. Cunningham of Wisconsin—I have another report—a

minority report—upon the amendment offered by Mr. Sperry of West Virginia.

Mr. Cunningham of Wisconsin—I move that Mr. Sperry be allowed to read the minority report. I trust that you ladies and gentlemen will give it attention, because it is of importance.

Mr. Sperry—I understand that the majority report has already been adopted, and it would be clearly out of order to present the minority report now, unless the adoption of the majority report be reconsidered.

Mr. Stephens—I move that the motion be reconsidered.

This motion was carried, and Mr. Sperry read his report.

A vote was taken on the question of the adoption of the reports, which resulted in the adoption of the majority report, and the defeat of the minority report. A motion was then made by Mr. Cockrum, seconded and carried, that all reference to the minority report be expunged from the record.

Mr. B. F. Louthian, chairman of Committee on Advertising, then read the report of the committee, which was duly adopted by the association. The report is as follows:

Recognizing the impossibility of formulating a rate card that is applicable to all newspapers, regardless of local conditions and special circumstances, your committee has deemed it advisable to report a basis of minimum rates upon which they believe advertising should be figured. These rates are: For dailies, on annual contracts, 3 cents per inch, per thousand circulation, and on weeklies, 5 cents per inch, per thousand circulation, each insertion.

Advertising at these rates should be given one free change of matter per week, and 5 cents per inch should be charged for additional changes. Position should be charged for at from 10 to 25 per cent additional. It is believed that if the country press generally would adopt a minimum basis, such as is here suggested, for figuring display advertising, it would redound greatly to the benefit of such publications.

A. W. LEE (Chairman), Iowa.

B. B. LOUTHIAN, Indiana.

F. R. GILSON, Michigan.

L. G. NIBLOCK, Oklahoma.

IRVING TODD, Minnesota.

The Committee on Necrology made its report, which showed no deaths, reported to the committee.

On behalf of the Committee on Ways and Means Mr. W. F. Jarvis of Boston reported that the committee had nothing to do, as abundant funds had come into the hands of the treasurer to meet all demands and leave a surplus, and therefore reported that they had done nothing.

It was then resolved that the other committees be permitted to print their reports, without being read.

Mr. J. M. Page, corresponding secretary, then made announcements to the association, in the course of which he held up a document, being a list of members of the association who had come to New Orleans from St. Louis on the same train, and said in explanation of remarks that had come out in the heat of debate, we do not want it to go out to the world that any one of us who came here from St. Louis is not a newspaper man. I have pledged to the railroads of the United States that the people who come out on these excursions shall be newspaper men. If there are any here who are not they have crept in without my knowing it. The railroads hold me personally responsible for the pledge. This list has been signed by the conductor of the train. I have been awakened in the night to show this list to the conductor. I have stated to the conductor that there was nobody in there but newspaper men. If you gentlemen who own newspapers have brought people here, have worked in their names as owners or editors of papers, I know nothing of it. Every member on this list has been certified to me by the Executive Committee, or president or secretary of his state association. If any have crept in who are not owners or editors of papers I know nothing of it.

In addition to the 225 men who came here from St. Louis, the gentlemen from West Virginia and all these people that are here from either southern or western states, have come here as newspaper men. They have not come on this list. That is what makes our body so large. Come from Louisiana, Florida, Texas, California, Oregon. All these people that are here from those states are newspaper men. They are not on this list, but their names are printed in full on the roll of members and delegates brought with me from St. Louis—225 newspaper men who are the editors or owners of newspapers.

Mr. Sperry—I move that this paper be printed, and that each delegate of this convention be furnished a copy.

The President—I want to make a personal explanation that I invited Mr. Ballenger to read a paper here, and I should be happy to have him do so now. Mr. Ballenger will proceed to read his paper. Mr. F. L. Ballenger, editor of the Evening News, Jackson, Miss.

Following is Mr. Ballenger's address:

NEWSPAPERS AS BUSINESS INSTITUTIONS.

Mr. President, Ladies and Gentlemen of the National Editorial Association: I appear before you today at the invitation of your president. I have chosen for my subject, "Newspapers as Business Institutions." I believe that there is a crying need for better business methods in our business. We who have lived on this side of the imaginary Mason and Dixon line have had difficulties to contend with which you of the North have not probably encountered. Every Southern editor is a partisan. He has thought more of the record of some big politician in his county than he has thought of his own business. In season and out of season he has advocated the claims of the Hon. Billy Bunkum, the prominent lawyer and politician of his county. He has printed column on top of column about the Hon. Billy Bunkum, and he has printed it for nothing and boarded himself. If perchance the Hon. Billy should, by some hook or crook, be elected governor or make connection with some lucrative office, and the editor, who had been feeding on the husks, should go to him and ask him for an appointment, he would get a gentle slap on the back and something like this: "Why, old man, I am sorry, but really you know in the nominating convention I promised that position to Hon. Jim Trickum from Lonesome county, who gave me the delegation and insured my election." The poor editor goes about his business, and if the Hon. Billy should conclude that he wants to go higher—say to the United States senate—the editor will be found doing the same thing. He will take off his coat and whoop it up for the Hon. Billy, who may perchance take his paper. Gentlemen, as newspaper men, I am here to tell you that the political race of no man is dear to me—I care not who he may be. I have made it a rule that these dear politicians, who want the notices which their home papers—working for nothing and boarding themselves—have given them produced in the Jackson Evening News, must walk before the cashier's desk and pay the tariff. I would not sell editorial opinions for any amount of money, but do reserve the right to say what I shall reproduce, and if the politicians are so anxious to have puffs which are manufactured by the home-puff factory inserted, they must pay for it. We charge the merchants when they are desirous of having the merits of their goods placed before the public, and why not charge the politician when he wants to place before the public the record of the goods that he has to offer.

There are a great many lessons that newspaper men may learn with profit. When I first went into the business I thought that the public demanded that I roast my esteemed contemporary every day. I proceeded upon this idea, but your esteemed President, who was then as now my esteemed contemporary, took into consideration that I had been suddenly thrust from the reporter's desk to the responsible position of editor-in-chief, and he viewed with charity my shortcomings. I made a mistake, and before this intelligent audience of my fellow-workers in one of the grandest fields of human industry I acknowledge my mistake, and if there are any of you editors in this audience who are just starting out, I have one word of admonition: "Don't!" When two newspapers in the same town are engaged in canine strife, the public laughs and reaps the benefit. In Jackson, where your President and myself are at the heads of rival newspapers, there is the utmost good feeling. We never call attention to one another's imperfections. In a town of seventeen thousand people we are publishing two eight-page dailies, which take press report and set between sixty and seventy-five thousand type per day. These two papers have an agreement that all legal notices shall be charged for at legal rates, and then the office with the pull gets the notices, or its share of them, but there is no cutting to get them. Then we tackled the obituary nuisance. We came to the conclusion that where we had handled the death of a person once our duty to the public was at an end, and that if Tom, Dick and Harry wished to tell the public in bad grammar how much they thought of the departed they would have to pay 10 cents per line. Our obituary business fell off fully one-half, but what we did print bore the tax, and we have never had cause to regret making this rule. Then we tackled the sociable nuisance and said that where an entertainment was given where an admission fee was charged we were entitled to charge for noticing it. There was a great wail in the city, but both papers were firm. The public said that we had formed a trust and were indictable before the grand jury, but we were never indicted, and now, when they have these entertainments at which an admission fee is charged, they always pay for the notices. There is the best of feeling between the Clarion-Ledger and the Evening News, and I know that if my office were to burn tonight Mr. Henry would offer me the use of a part of his until I could get on my feet, and I would do the same. Yet with all this friendliness and good will on the part of the men at the head of rival newspapers, there is no let up for news or business, and in no city is there as keen a hunt for a scoop as in Jackson. The publishers in the large

cities have learned that there is nothing in this warfare on one another, and I will but cite the one-day strike of the pressmen in St. Louis a few months ago. The cause of one was the cause of all, and the rich papers which could have stood the unjust demands of the pressmen said that they would suspend first, and the national officers of the union looked into it and said that it was unjust, and called it off. Suppose that one greedy publisher in that city had sought to get ahead of his competitors and had acceded to the demands of the pressmen, it would have forced the others to submit to the imposition and might have seriously crippled one or more. Gentlemen, the bankers and the merchants and the lawyers and the doctors have learned that there is nothing in abusing and fighting their competitors personally and in an unfair way, and they do not indulge in such tactics. The people are bound to have the newspapers and they will pay a legitimate price for the service if the publishers will but let them, but, of course, they will not voluntarily agree to give more than the publisher asks. When one publisher takes a piece of work for a low figure in order that he may keep his competitor out of the job, he is doing an act which will deprive his family and those dependent on him of the necessities of life. The Jackson Evening News, published at the capital of the state of Mississippi, is run for the money that is in the business. The gentlemen who own the stock in that institution are not in the business for their healths—for they are all healthy. This course of "business in our business" has been demonstrated to be the wise one.

When we fail to run our newspapers as business institutions we have made a botch of one of the noblest professions in the world—a profession which is closer to the people than almost any other. The paragrapher has for lo! these many years, made light of the poverty of the editor, and, gentlemen, I am firm in my belief that there is more fact than joke in it, and that the men who are at the head of the weeklies and the small dailies are to blame for this condition. Gentlemen, I hope that my few scattering suggestions will prove of some benefit to some struggling publisher who is endeavoring to conduct his newspaper as a business institution.

Mr. Garry Willard of New York—Mr. President: The paper has been very interesting and reflects honor on the gentleman as well as on the association. I would request that Mr. Herbert print the same complete in the National Printer-Journalist.

Mr. Gibbs then moved that the convention adjourn to 3:30 p. m., which was accordingly done.

AFTERNOON SESSION—MARCH 3D, 1900.

The meeting was called to order at the appointed hour. President Henry in the Chair.

The President—The Chair will appoint the following committee, provided for by the report of the Committee on Legislation:

Mr. L. C. Taylor, South Dakota (chairman).

Mr. W. D. Thomas, of Missouri.

Mr. F. W. Coon, of Wisconsin.

T. M. Patterson, of Colorado.

Wm. H. H. Judson, of Alabama.

Mr. L. W. Puffer, of Massachusetts.

L. A. Sherman, of Michigan.

W. L. Jones, of Illinois.

W. H. McCabe, of Ohio.

Mr. Wm. L. Eaton, chairman of Committee on Uniform Libel Laws, then read the report of that committee, which was fully adopted. The report is as follows:

UNIFORM PRESS LAWS.

Mr. President and Members of the National Editorial Association:

The principal duty in charge of your committee, as many of you are well aware, is that of promoting a system of complete and uniform statutes in the various states bearing on the rights, the duties, and the obligations of the public press. This object it is proposed to attain, if practicable, by the concurrent action of the several legislatures. This aim has taken form through the labors of this Association at the meetings held within the past two years. What has thus far been accomplished is the preparation of the basis of a general statute. The Association has had the services of one of the best living authorities on this branch of practice. The resulting work is in no sense theoretical but is the fruit of experience and thorough trial, and every phase of the question represented has been passed on by the courts. The Association has also learned to a demonstration that very few of the states are even fairly provided for in this great want, and that most of them are practically in as bad shape as though we had no legislation at all.

With the above basis, the Association enters on the undertaking of securing the adoption of these results in the law of the respective states. It is a vast undertaking and may well challenge our courage and supreme effort. The object to be gained, however, is of the first moment to the moral and

material success of those who keep the public press of the country in motion. It is of almost equal moment to the public interest. The public press, theoretically, and, in a large measure, in its actual practice, is the first institution of the great commonality. Let us reiterate in our minds this cardinal principle. Many parts of the country expend as much money in maintaining the public press as for the public schools, even where the latter are maintained on the most liberal scale. The newspaper is nearer to the people than is the public school, because in an intelligent community it practically enters every family, while a large proportion of families have no immediate connection with the public schools excepting as tax-payers and in other indirect ways. Every duty imposed on the press is that which grows out of its relation to the great multitude. It is an unofficial agency, conducted under the ordinary commercial guarantees, which makes inquiry on behalf of the public for all the information of public concern. Every obligation for the performance of its duty is exercised by the press solely as the representative of this public interest.

A large part of the duty we have in hand in the premises is that of enlightening ourselves as to a better way—namely, the essential principles of a law and a practice which corresponds to the functions of the press as it exists today—and of bringing the entire American public and (of bringing the press) in this nobler conception of our duty. This can never be brought about until we have affected something of a revolution in our own minds. It is in its main essentials a moral reform, both in the great army of newspaper workers and in the public feeling. The traditions of the law which we find in existence, traditions which color public feeling and which often form an embarrassment to our most important duties, are a survival of the state of the law born in the old absolutism, which made it a crime to entertain a difference of opinion on the conduct of government, and imposed the most drastic punishments on persons or publications who criticised the king or his underlings. Our first duty is to bring about a complete abolition of that state of feeling.

A law which corresponds with what the public has a right to expect of a public journal today recognizes the paper as acting on behalf of and actually standing in the place of the public desire to secure certain legitimate information. That law corresponds in fact to the best experience and practice in vogue among our brethren today. The journals which represent this spirit long ago departed from any practice of maintaining a censorship or of violating that respect for purely private matters with which the public has properly nothing to do. This class of papers observes the cardinal principle of respecting and conserving the right of every individual to that reputation which his conduct has earned. In fact, there is no worthy standard of public relations existing in the minds of the people which it is not the first desire and the obvious self-interest of the publisher and the newspaper worker to maintain and vindicate. Who is there today discharging these duties under the light of his own trained and discriminating judgment who was not long ago convinced that a general public appreciation, under a well-defined law, correctly defining these important duties, would remove the greater portion of the friction that now and then impairs or defeats the most conscientious discharge of our duty? A large part of the undertaking we have in hand is to establish a reversal of the old public tradition. Such a definition of the law as will bring people and press to a uniform view of our daily duty is one part of what is proposed as the uniform statute of all the states as the law of the press.

If the purpose we have in view is of such moment, is there any one in this Association who would allow any ordinary obstacles to daunt him in that undertaking? Obstacles we shall surely have. Such a result will not be won excepting at the cost of repeated effort and sometimes discouraging failure. We have a right to expect, however, that the importance of the movement will, in time, become generally recognized. We have faith also that after due consideration a few of the most enlightened states, which are an example in legislation to their neighbors, will give the plan a fair trial. We have faith that that experience will work the good results which are already apparent to our own experienced judgment. When that point is gained, it is not believed that opposition can do more than delay the gradual adoption of this reform in every part of the country.

This is the undertaking which the National Editorial Association has laid to heart. In furtherance of this mission we have a right to expect the diligent co-operation of the members of the Association in all the states and the responsible labors of all concerned in the state and other press associations. This Association cannot directly undertake the duty for any state. It must be done by the state and district associations; by the committees appointed to that duty, and by the co-operation of all publishers who have at heart the advancement of their personal interests and of the noble calling in which they share. What the National Association can do is to act in the interchange of suggestions and experience which will enable the movement in one state to profit by what is going on in another. This will have to be done chiefly through correspondence. The means which the National Association can devote to this purpose is small and requires to be carefully husbanded. If the movement has a cordial co-opera-

tion in the various states which it has the right to expect we will have no reason to fear for the result.

Several of the largest newspaper concerns in this country have recently been at large expense to prepare a pamphlet of instructions for all employed in the duty of preparing matter for their columns, as affected by the policy of the public laws. Your committee commend that plan for universal adoption and offer the provisions of the proposed general statute and the admirable address of its author, Hon. A. F. Hatch, at our Denver meeting, as one of the best manuals of instruction that could be devised. Let every publisher and every editor become familiar with its instruction. If you have employees who prepare matter for publication, what more profitable duty can you perform for your business than to sit down and read the address and the statute with your whole force?

The successful men of our business are fully aware of the delicate nature of the duties and the powers committed to our callings. They do not shrink from the rightful responsibility which grows out of those duties, but faithfully and vigilantly discharging them their investments shall not be made hazardous or their discharge of duty be visited with severe penalty by reason of circumstances beyond their control.

Your committee recommend that the members of the executive committee of this Association be instructed to bring the matter of the proposed general reform before their respective associations, by having the address of Mr. Hatch read in those bodies, to the end that our brethren may become informed on the practicability and desirability of bringing about the improved situation, and their hearty effort enlisted to that end. We especially urge emphasis on the point that this reform is not asked on the ground of any favoritism but because it will work well for the general community and for the good of the institutions most closely identified with the public interest; an institution which was especially safeguarded by the founders of our government as vital to the conservation, the advancement of our liberties and the general welfare.

Respectfully submitted,

WM. L. EATON, Chairman.

Mr. Willard of New York—I move that we now proceed to name a place for the next session.

Another Member—I move to amend that, by providing that we elect the officers first, and then proceed to the selection of a place for the next session.

Mr. Stephens—The usage has been to select the place of meeting first.

The President—The question in the mind of the Chair is whether the amendment is in order.

A Member—I rise on a point of order. I say the motion is out of order.

A Member—I move that the rules be suspended, and that the selection of the officers be now proceeded with, to be followed by the determination of the place where the next convention will be held.

The President—The Chair would suggest that you offer that as a substitute.

Member—If the Chair will entertain a substitute then it is so offered as a substitute.

Mr. Willard—I accept the gentlemen's substitute and withdraw my motion. The motion was carried to elect the officers first.

The President—The election of officers will now be in order.

A Member—Mr. President, I move that all nominating speeches be limited to three minutes. Seconded by Massachusetts member, put and carried.

Mr. B. B. Herbert of Illinois—Mr. President: It becomes my pleasant duty, a duty of which I am proud, to name to-day a gentleman, whom you have already in your minds, decreed shall be chosen to preside over the destinies of this association during the coming year. During the fifteen years since the organization of this association I have felt a growing disinclination to participate in any of the contests of the election of officers or the choosing of a place of meeting. I have come to look upon these friendly rivalries as a father looks upon the rivalries among his children, sympathizing with the defeated and triumphing with the victorious. But to-day you are all practically of the same mind, and there can be no idea that I wish to dictate to you, in nominating a man whom you have already in your mind decided to honor, a man who in all the years of his life has devoted himself to his calling with a jealousy that has brought to him a grand success in that grand state which is sometimes called the Massachusetts of the West; a man who, with his honorable wife, has conducted not only a daily and weekly paper, but a grand agricultural paper, that has gone forth to influence the farmers, and the sons and daughters of farmers, through the State of Iowa, who has not only built up and sustained a newspaper

business, daily and weekly, but has also built up a large office and bindery. He is in every way a representative of the men who make up this association, men who are in touch with the people; a true American, who has worked his way up from journeyman to the highest position in our calling, who has been honored by his state with the highest position in her legislative body and as lieutenant-governor; I nominate in accordance with your unanimous desire, Hon. Matt. Parrott of Iowa for president of this association for the ensuing year.

Kansas, Iowa and Pennsylvania delegates immediately seconded the nomination and the rules were suspended and the 331 votes of the convention cast for Mr. Parrott. Mr. Parrott was called for, but he was not in the hall.

Mr. E. W. Stephens of Columbia (Mo.) Herald, nominated Second Vice-President F. B. Baillio of the Review, Cleburne, Tex., for first vice-president, pronouncing an eloquent eulogy on his character, attainments and fitness as a representative member. This nomination was second by several delegates, and then F. R. Gilson of Benton Harbor, Mich., was nominated with Mr. Baillio, and speeches eulogistic and commendatory were made in his behalf by C. T. Fairfields of Vermont, and A. L. Bemis of Carson City, Mich. The balloting gave Baillio 221 to 83 for Mr. Gilson, and the latter at once moved, and had carried, a motion to make the election unanimous.

Mr. Albert Tozier of the Pythian, Portland, Ore., was advanced from the third to the second vice-presidency by a unanimous vote.

Mr. J. W. N. Burkett of the Dispatch, Jackson, Tenn., was elected third vice-president in the same way.

Corresponding Secretary J. M. Page of Jerseyville, Ill., Recording Secretary R. M. White of Mexico, Mo., and Treasurer James G. Gibbs, of the Reflector, Norwalk, O., were all re-elected by unanimous vote.

The President—Each delegation from each state or district association will put in nomination and send forward the name of the party whom it wishes elected executive committeeman.

Thereupon the following list was sent in and the gentlemen named chosen executive men for the ensuing year:

EXECUTIVE COMMITTEEMEN.

Alabama—William H. H. Judson, Bessemer.
 Arkansas—W. W. Folsom, Gazette, Hope.
 California—Raleigh Barcar, Vacaville.
 Colorado—J. W. Work, Florence.
 Connecticut—George C. Woodruff, Litchfield.
 Delaware—Robert G. Houston, Georgetown.
 Idaho—S. C. Herren, Moscow.
 Illinois—E. A. Snively, Canton.
 Illinois Democratic—O. Lumpkin, Carlinville.
 Illinois Woman's—Mrs. Amelia S. Sullivan, West End Advocate, Chicago.
 Illinois Military Tract—I. A. Ewing, Review, Monmouth.
 Illinois Republican—W. L. Jones, Lebanon.
 Illinois Southern—H. D. O'Brien, East St. Louis.
 Indian Territory—M. E. Milford, Vinita.
 Indiana Democratic—B. F. Louthian, Logansport.
 Indiana Northern—F. W. Willis, Waterloo.
 Indiana Republican—S. N. Cragum, Lebanon.
 Indiana Southern—J. W. Cockrum, Oakland City.
 Inland Dailies—A. W. Glessner, Galena, Ill.
 Iowa—C. M. Junkin, Fairfield.
 Iowa Fifth District—E. E. Taylor, Traer.
 Iowa Northeast—Sam G. Sloan, Charles City.
 Iowa Upper Des Moines—A. M. Adams, Humboldt.
 Kansas—H. A. Perkins, Nationalist, Manhattan.
 Kansas Seventh District—J. E. Junkin, Sterling.
 Kansas North Central—S. E. Dodge, Beloit.
 Kentucky—J. G. Craddock, Paris.
 Louisiana—J. G. Trimble, Farmersville.
 Maine—J. M. S. Hunter, Farmington.
 Massachusetts—Ernest H. Pierce, Journal, Revere.
 Michigan—Fred Slocum, Caro.
 Minnesota—Chas. J. Berryhill, Review, St. Paul.
 Minnesota Northwestern Publishers'—Joseph Leicht, Winona.
 Mississippi—J. H. Duke, Scooba.
 Missouri—W. R. Painter, Democrat, Carrollton.
 Missouri Northeast—John W. Jacks, Montgomery City.
 Missouri Northwest—H. E. Robinson, Maryville.
 Missouri Southwest—J. G. Newbill, Springfield.
 Nebraska—A. J. Langer, West Point.
 New Jersey—H. C. Page, Bayonne.
 New England Suburban—Dr. William F. Jarvis, Boston.
 New York—F. B. Garrett, Syracuse.
 North Carolina—Henry B. Varner, Lexington.
 Ohio Associated Dailies—H. R. Snyder, Urbana.
 Ohio Buckeye—W. A. Ashbrook, Johnstown.
 Ohio Editorial Association—C. B. McCoy, Coshocton.

Ohio—Hocking and Ohio Valley—W. H. McCabe, Coshocton.
 Oklahoma—W. E. Bolton, Woodward.
 Oregon—B. F. Alley, Baker City.
 Oregon, Portland Press Club—Frank Lee, Portland.
 Peninsula—F. G. Usilton, Chestertown, Md.
 Pennsylvania—J. Irving Steel, Ashland.
 Rhode Island Press Club—Frank H. Campbell, Arctic.
 Southern California—Charles A. Gardner, Pasadena.
 South Dakota—C. R. Tinan, Kimball.
 South Carolina—James A. Heiryrt, Greenville.
 Tennessee—Lynch Perry, Columbia.
 Texas—Will H. Neel, Dublin.
 Texas Northwest—W. A. Johnson, Memphis.
 Utah—J. E. Diehl, Mammoth.
 Virginia—Fulton Kyley, Bland.
 Washington—Will A. Steel, Seattle.
 West Virginia—W. S. Wiley, New Martinsville.
 Wisconsin—T. J. Cunningham, Chippewa Falls.
 Wyoming—G. W. Perry, Rawlins.

UNIFORM LIBEL LAW COMMITTEE.

W. L. Eaton, Rockford, Ill.

Under motion, a committee composed of Mr. Ashbrook of Ohio, B. F. Passmore of Mississippi, and Mr. S. N. Cragum of Indiana, was appointed to wait on the Hon. Matt Parrott, president-elect, and escort him to the platform.

Mr. Parrott was introduced and said: "Mr. President and Ladies and Gentlemen of the Convention: I wish I could address you, but I have no voice; it is impossible for me to talk loud enough for you to hear me at the other end of the hall. But I wish to thank you sincerely, for the honor that you have conferred upon me, and I pledge my best efforts to serve the association in every way, possible. I thank you."

The President—The next thing in order is the selection of a meeting place for the next convention.

Mr. Page, corresponding secretary, read invitations and communications from various places, from Buffalo, from Indianapolis, Put-in-Bay, Port Huron, Milwaukee and Cincinnati.

Mr. Louis Holtman spoke in favor of Indianapolis, and introduced Mrs. John N. Barnes, who made an address to the association in favor of the same place, eliciting sincere applause.

Mr. Cunningham of Wisconsin spoke in favor of Milwaukee.

Messrs. Treat, Bunnell and Willard of New York spoke in favor of Buffalo.

Whereupon, on Mr. Londoner's motion, the vote was taken, and resulted in favor of Buffalo, whereupon it was unanimously resolved to make Buffalo the next meeting place, and the meeting was adjourned.

Just before declaring the convention formally adjourned, President Henry said: "Before your final adjournment this evening, members of the convention, permit me to express to you, one and all, my warmest thanks for the courtesy and kindness you have shown me during the deliberations of the convention. It has been a real pleasure, as well as distinguished honor, to preside over this splendid body of representative editors, and the recollections of the three days spent with you in this famous old hall will prove one of the most delightful memories of my life. We shall soon separate and go to our several homes, but we cannot forget the pleasant hours spent together at this fifteenth anniversary meeting, in the city that gave birth to our organization. With the best wishes to all, and thanks for the support given me as your presiding officer, I now declare the convention of the National Editorial Association adjourned sine die."

THE OFFICERS OF THE NATIONAL EDITORIAL ASSOCIATION.

HON. MATT. PARROTT,

THE newly elected President of the National Editorial Association, was born in Schoharie, N. Y., May 11, 1837. His education, largely in the district school, was finished, by force of circumstances, at thirteen years of age. In 1850 he commenced work as an apprentice in the office of the Schoharie Patriot, serving three years, and then worked as a "jour." at different places in New York until the summer of 1856, when he moved West, working in Chicago, Ill., and Davenport and Burlington, Ia. In December, 1857, he became one of the publishers of the Anamosa, Eureka, Iowa, retaining the position five years.

He then went to Morris, Ill., and started the Advocate, which proved an unfortunate and unprofitable venture, and was abandoned after a few months' trial. Mr. Parrott then returned to Davenport, securing a position as foreman in a job printing and blank book establishment. In February, 1869, in company with J. J. Smart, he went to Waterloo and purchased the Reporter office. A bindery and other improvements were added and a large business established, Mr. Parrott now being the head of the firm, with his two sons as partners, publishing a daily and weekly, also a popular farmers' paper, the Rural Life. Mr. Parrott was one of the organizers of the Fourth Iowa District Press Association, and its President for several years. He was elected President of the Iowa State Association in 1880, and served until 1884, remaining a member of the Executive Committee several years longer. He was elected State Binder by the Legislature in 1878; was twice re-elected, serving six years. He has served as Mayor of his city three terms. In 1885 he received a nomination by acclamation for the Iowa State Senate, and was elected, and in 1889 he was re-elected, serving in that capacity eight years. In 1895 he was elected Lieutenant Governor of Iowa, a position that he still holds with high honor.

He with his wife sailed for Europe on March 31 ult., where he will pass the spring and summer.

F. B. BAILLIO,

FIRST VICE-PRESIDENT of the National Editorial Association, is a son of the late Judge Gervais Baillio, of Rapides Parish, La., and so is descended on his father's side from one of the earliest settlers of the colony of Louisiana. His mother, Rebecca Leonard, was a descendant of one of the early settlers of the Plymouth, Mass., colony. He was born at Cocoville, Avoyelles Parish, La., February 6, 1848, but removed with his father to Rapides Parish in 1852. In 1864 he entered the Confederate army and was a member of Captain J. A. Benjamin's company of cavalry, which was detached to serve as escort for General S. B. Buckner when that officer was in command of the trans-Mississippi department. In 1867 he moved to Johnson County, Tex., where he has since resided. He is editor and publisher of the Daily and Weekly Review at Cleburne, in that county. He has been President of the Texas Press Association, a member of the State Democratic Executive Committee several times, served on the staff of Governor C. A. Culberson for four years with the rank of colonel, and is now a colonel on the staff of Governor Jos. D. Sayers. He is a patriotic American, and does not believe the attraction of gravitation applies to the flag of his country, and hence resents any proposition to have it lowered at any point over which it has ever been once unfurled.

He has served as Third and then as Second Vice-President of the National Editorial Association.

ALBERT TOZIER,

SECOND VICE-PRESIDENT is an all-around hustler, newspaper writer and publisher of Portland, Ore. He has been connected with several different newspaper enterprises in his city. He has been Secretary of the Oregon Press Association for twelve years, and makes himself generally useful to the papers of the State in looking after their interests and furnishing pointers and news from the metropolis of Oregon. He is a fraternity man, and represented The Pythian at the recent convention. He is active in the Portland Press Club, and ever ready to give his time to advance its interests or the interests of the State Press Association.

JOHN WILLIAM NEWTON BURKETT,

THE Third Vice President, banker and editor, was born in Woodruff County, Arkansas, January 26, 1854, son of Madison and Emily (Welch) Burkett, both of Tennessee. He was educated in the public schools of Arkansas and at the Southwestern Baptist University at Jackson, Tenn., where

he was graduated with first honors in 1878. He began the study of law under Judge Howell E. Jackson, but his health not permitting its continuance, he engaged in commercial pursuits, only to be obliged to relinquish them also. In 1891 he assisted in organizing the Jackson Banking Co., of which he has since served as President. In 1895 he began his connection with the Daily and Weekly Sun, soon afterwards becoming proprietor and editor, and under him this newspaper has risen to considerable importance and become an influential factor in the State. He sold out in the autumn of 1898, and took charge of the Jackson Dispatch, a weekly paper of great influence, and is now editor and publisher. In 1896 Mr. Burkett was delegate to the Democratic National Convention at Chicago, and has served as Chairman of the Democratic Congressional Executive Committee of the Eighth District for several years; as Treasurer of the city of Jackson; President for several years of the Board of Trade, under the influence of which Jackson grew from a village to a city of 18,000 inhabitants; and has been identified with all local, educational and financial enterprises. He is an active member of the Southern Methodist Church and a Mason in high standing. For one year he was First Vice-President of the Tennessee Press Association, and was chosen its President in June, 1898. In the same year he was Temporary Chairman of the State Democratic Convention at Chattanooga. In 1879 Mr. Burkett was married to Callie W., daughter of John and Sarah Robbins, of Chester County, Tennessee. They have three children.

J. M. PAGE,

CORRESPONDING SECRETARY of the National Editorial Association, was born in Stoughton, Mass., and attended school in that State for fourteen years. After passing his eighteenth year he left there and entered the army, first enlisting in Boston and then in St. Louis in Company F, Fortieth Missouri Infantry, serving until the close of the war.

In 1866 he went to Jerseyville, Ill., and there learned the carpenter and builder's trade, serving three years, and afterwards became foreman for the leading builder in that city.

In 1876, during the great strike, he was chosen chief of police of that city, which office he held for over four years, resigning in 1881, having bought the Jersey County Democrat, the official organ of the city and county, the publication of which paper he has continued up to this time.

He was elected City Clerk and Treasurer of the city of Jerseyville four years, also elected Alderman two years, and served as Mayor four years. He was appointed Master in Chancery of the Jersey County Circuit Court in 1885, which office he now holds.

For ten years he has held the office of Secretary of the Illinois Press Association, and was elected Corresponding Secretary of the National Editorial Association in 1890. Both of these offices he holds now.

He is President of the Jerseyville Telephone Company, Secretary of the Parkhurst Willow Bark Company, the Jerseyville Manufacturing Company, and Secretary and Manager of the Cold Spring Gold Mining and Tunnel Company, of Gold Hill, Colo., a company with \$2,000,000 capital, Chicago capitalists owning most of the stock.

He is a member of the A. F. and A. Masons, Knights of Pythias, Knights of Honor, Modern Woodmen, Royal Neighbors, G. A. R., and was the second Post Commander of Lowe Post, G. A. R., of Jerseyville.

On September 3, 1896, he purchased the plant of the Daily and Weekly Journal of Jerseyville, discontinuing the publication of that paper, and consolidated it with the Democrat, and now issues a daily and weekly.

R. M. WHITE,

RECORDING SECRETARY, is editor of the Mexico (Mo.) Ledger, daily and weekly. He was born in Southampton, L. I., in 1855; went to Missouri in 1866; graduated from Westminster College, Fulton, Mo., in 1876, and bought the Ledger the same year. He has made the Ledger one of the best country papers in Missouri, or in the United States, because there are no better country papers than those in Missouri. Mr. White is well-known among newspaper men of the country, and has

been President of the Missouri Press Association, and is now its Recording Secretary. He has won prizes in Missouri for the best article on a country fair, and the best article on the St. Louis fair. A friendly editor has said of Mr. White that in addition to performing all the duties of owner and manager of a weekly paper, he has the following additional duties: "He is deacon in a church; superintendent of the Sabbath school; member of the building committee of a church; eminent commander of his commandery; Corresponding Secretary of his State Press Association, and member of its Executive Committee; Recording Secretary of the National Editorial Association, and member of its Executive Committee; Vice-President of the Western Federation of Editors, and a member of the Executive Committee; member from his State of the National Committee of the anti-Mormon movement; member of the Board of Directors of an insane asylum; member of the Board of Directors of a college; member of the Board of Directors of a water works company; member of the Board of Directors of a fire insurance company; member of the Board of Directors of a bank; member of the Board of Directors of a proposed Old Ladies' Home, which is in course of erection; member of the Board of Directors of a Business Men's Association; member of the Board of Directors of a bond and trust company; member of the Board of Directors of a building and loan association; member of the Board of Directors of the Eugene Field Monument Association; and in addition to these, he is a member of several other committees of more or less importance. And he does all these things well."

JAMES G. GIBBS,

TREASURER of the National Editorial Association for the past eight years, and re-elected at the recent convention, is managing editor of the Daily Reflector, Norwalk, Ohio. He was born in that city in 1852, his grandfather having moved to Ohio from Norwalk, Conn., early in the century and becoming one of the original settlers in that part of the then far West. Mr. Gibbs was educated at Lafayette College, Easton, Pa., meanwhile having learned the printer's trade. Having gained valuable experience as a reporter on the Chicago Inter Ocean and elsewhere, he returned to Norwalk and bought an interest in the Reflector, which paper he still manages. He is also President of the Ohio Savings, Loan and Investment Company, a prosperous financial institution; Vice-President of the Laning Printing Company, one of the largest printing houses in America, and occupies many other positions of responsibility, honor and trust.

He has proved a most faithful and care-taking officer, and is highly esteemed in his own State and by the editors throughout the Nation.

DEATH OF TWO DELEGATES.

EBEN A. HALL.

News reaches us, just as we are going to press, of the death of two delegates to the recent convention of the National Editorial Association—Messrs. Eben A. Hall of the Greenfield (Mass.) Gazette, a past president of the Massachusetts Press Association, and Mr. John Nagle of Manitowoc, Wis., a past president of the Wisconsin Press Association. Both were gentlemen very highly esteemed in their respective states and among the editors generally. Mr. Hall died in New Orleans on March 16. Mr. Nagle died at his home in Manitowoc March 21. While visiting the national cemetery in Vicksburg, on the way to the New Orleans convention, Mr. Hall contracted a cold, which he was not able to throw off. He participated in the Mardi Gras festivities at New Orleans and attended the first day of the convention, but something more than a fortnight ago he was confined to his room. It was not supposed that he was dangerously sick until the day of his death, when a telegram was received at his home requesting the immediate coming of his son and partner, Albert T. Hall. The son started in the morning, before the news of the death of his father was known in Greenfield. He was notified by wire in New York.

Mr. Hall for years occupied a prominent position. His death causes keen regret. While he had not been in robust health for the past two years, and a portion of last year was very feeble, his health was supposed to be greatly improved when he started south. The news of his death comes as a shock.

He was born in Taunton sixty years ago, and was educated in the schools of that city. Aug. 22, 1862, he enlisted in company F, Thirty-ninth regiment, and served until the close of the war. He was mustered out June 2, 1865. In 1866 he settled at

Greenfield and took a position on the Gazette and Courier, the old county paper. Jan. 1, 1869, he became one of the owners of the paper. Feb. 1, 1876, when S. S. Eastman, senior partner, retired, Mr. Hall became sole owner and editor. He became very widely known, both in and out of the county.

In public life, Mr. Hall served two years in the house of representatives and two in the governor's council. Of this last service, one year was while Gov. Butler was the chief executive and the second was under Gov. Robinson. Mr. Hall was always a consistent Republican.

He was a bank director and trustee, and had been president of a local insurance company. He was prominent for years in the Massachusetts Suburban and National Press Associations, and had made many excursions with the members. Under his management the Gazette celebrated its centennial eight years ago.

Mr. Hall was a communicant at All Souls' Unitarian Church. He was liberal and generous. He is survived by his wife, two daughters—Mrs. Frederick L. Green and Miss Nina Hall—and one son—Albert T. Hall, who was associated with him as partner.

JOHN NAGLE.

Mr. Nagle seemed in the very best of health throughout the convention, and took a prominent part in the discussions and business. On his return home he complained of not feeling very well, but attributed his condition to a slight malaria contracted in the south. He grew rapidly worse, however, and was removed to the hospital, typhoid fever symptoms having developed. Since then his family and friends had been much alarmed by the seriousness of his condition, which was also made more complicated by symptoms of pneumonia. On March 20 it was thought there was an even chance for his recovery. There was a consultation of physicians at night and they gave some hope, but said his recovery was very doubtful. The next afternoon he passed away. It is said Mr. Nagle fully realized the seriousness of his illness early in the week, and that he made his will, believing he might not recover.

John Nagle was born in St. Catharines, Ont., on July 4, 1843, and came with his parents to this country when a young boy, settling in Meeme, Wis. He attended the country schools such as were in vogue at that time and himself took up the profession of teaching at an early age, teaching throughout the county, also at Two Rivers and at Sauk City, Wis. In 1876 he



Mr. JOHN NAGLE, Manitowoc, Wis., deceased.

gave this up and became connected with the Pilot, purchasing a half interest in the paper from T. G. Olmsted. Later on Mr. Olmsted retired in favor of Fred Borchardt, who was connected with the paper until 1883, when Mr. Nagle became sole proprietor and remained as such until his death.

Mr. Nagle, although kept busy with his paper, devoted much time to educational matters in the county and throughout the state, and in 1881 was elected county superintendent of schools, succeeding Mr. Viebahn. He held this position for ten years, until the growth of business of his paper and other interests demanded his whole attention, and he declined again to be a candidate. During his ten years as superintendent he brought about many changes in the school system in the county, and today the schools of Manitowoc county are recognized as among the best in the state, and his opinions have been sought by many of those who have succeeded him. Educators throughout the state frequently sought his advice in matters relating to

educational topics and he was regarded as one of the brightest and foremost men in Wisconsin. A correspondent of the Milwaukee Sentinel says: "The news of his death causes widespread sorrow here, where he was known to everyone and esteemed by all. He had grown up in Manitowoc county, spending his boyhood days on his father's farm in Meeme and attending the district school. Later he taught in the district schools of the county, for several years he was county superintendent of schools, and he has left the impress of his zeal and well-directed efforts upon the schools of Manitowoc. As editor of *The Pilot*, as a man interested in every movement designed to improve school methods in the state as a Democrat, who always placed principle above party, he was widely known and esteemed in Wisconsin. He had been president of the State Teachers' association and of the State Press association, and in both he was most highly regarded. As a Democrat he was against his party in the first Peck campaign and a champion of the Bennett law. In 1896 he was a gold Democrat and opposed to Bryanism and free silver. *The Pilot*, under his management, was one of the most influential of the weekly papers in the state, and however much one might differ from Mr. Nagle in opinion, his utterances always commanded respect and his sincerity and high motives were never questioned."

H. P. Hamilton, of the Hamilton Manufacturing Company, at Two Rivers, Wis., who was a pupil of Mr. Nagle when he taught school in that place, writes, under date of March 22:

"John Nagle, editor of the Manitowoc *Pilot*, died last evening, at Manitowoc, of typhoid pneumonia, contracted on a recent trip to New Orleans to attend the National Editorial Association. He was sick only five days. He was an old school teacher of mine. He was a man of sterling integrity and widely known in educational and journalistic fields, and was always a leader of men. No other paper in Wisconsin, outside of Milwaukee, was so widely quoted, and he was universally respected by all his wide circle of acquaintances."

NOTES BY THE EDITOR.

The name of Past President A. O. Bunnell of Dansville, N. Y., is being mentioned by many of his New York friends for the position of chief of the bureau of graphic arts at the great Pan-American Exposition. A better or more judicious choice could not be made. Mr. Bunnell's wide acquaintance and universal popularity among editors, newspaper publishers and printers throughout the nation would insure an attention and interest from the start that could not be obtained in any other way. Besides this he is in every way fitted for the position through his thorough knowledge and long experience as a printer, through his wide information as to the art and allied trades, as well as through his pleasing address, his geniality, his patient attention to details, and, above all, through his quick discernment, his unimpeachable honesty and fairness as a gentleman. The appointment of Mr. Bunnell would be received as a compliment to all the members of the National Editorial Association.

Many years ago, in the course of business, an article appeared in the *National Printer-Journalist* supposed at the time to be backed by facts and court decisions that did not give to the Duplex Printing Press of Battle Creek, Mich., the credit that it deserved, and in face of more recent developments has been proved misleading. What was printed was in all good faith, but, unfortunately, an editor is not infallible and has, to some extent, especially in matters pertaining to machinery and patents thereon, to depend on those claiming to be experts. It is natural, too, for any and every man, be he publisher, editor, lawyer, manufacturer, preacher or other useful member of society, to depend most on his friends, those who are his patrons, clients or supporters. A publisher, too, by experience learns that, as a general rule, those who are willing to place their claims and their goods boldly before the public and solicit investigation and comparison are most apt to be reliable. This is a general rule to which there are always, of necessity, exceptions, but even prudent men are not expected to hit on exceptions. One exception may come in the development of a new machine, concerning which, always, more or less incredulity must exist. Whatever led to the printing of what we now believe was a mistake, we are only too happy to endeavor to correct any false impression that may have been made. The evidence is now overwhelming that the Duplex Flat-Bed Perfecting Press has met a great need among newspaper publish-

ers, and that it has proved to be all that has been claimed for it, and more. Its popularity has steadily and rapidly grown with its use. Testimonials to this effect come from the very best offices and from our warmest friends. The decisions of courts of last resort have also settled the fact that this press is not an infringement on the patents of other presses, so the purchasers of the Duplex Printing Press can no longer have any cause for timidity on this score. The United States Court of Appeals, sitting in Cincinnati on March 15, 1900, handed down an opinion affirming the decision of Judge Swan of the Circuit Court that the Duplex Printing Press did not infringe either on the Kidder or the Stonemetz, as had been contended. We have every reason to believe that not only the Duplex presses, but also the gentlemen manufacturing and handling the same, are entirely reliable.

On our table is a neat little booklet, substantially bound in flexible cloth covers, entitled "Employing Printers' Price List." It ought to be of inestimable value to printers, if only used. It is founded on the almost universal plan among manufacturing establishments of a list price subject to certain discounts. No one need hesitate to show the figures to customers. It is not a guessing work, but the prices are based on the proposition that the printing business may be conducted on the same lines as any other manufacturing establishment. The book is eighty-four pages and contains a vast number of tables covering every branch of the printing business, and is by David Ramaley, Ramaley Publishing Company, St. Paul, Minn.

We are proud of our cover this month. It is wholly the work of this office, from our own type and ornaments. It is along the line of the recent rage for panel designs. While not as elaborate as an engraved cover, we believe it is fully as artistic, and will prove as satisfactory to printers. The design and execution are by Mr. O. G. Wood, foreman of the composing-room of *The National Printer-Journalist*, and at the head of our department of "Newspaper Comparison and Criticism."

Bishop Charles B. Gallaway, of Mississippi, was called away from home to South Carolina immediately after the visit of the editors to Jackson, so that he was unable to send his address on the "Ethics of Journalism" in time for our April issue. It reached this office March 27th and will appear in full in our May issue. It will be found of great interest and value to all newspaper makers everywhere.

Frank L. Murray Johnson is the name of the latest sample presented by the genial Mr. Johnson, of the J. W. Butler Paper Company.

FOR BETTER PRINTED PAPERS.

Newspaper readers are becoming more critical and are no longer satisfied with imperfect or poorly printed papers; hence country publishers find it necessary to discard their old presses and purchase machines that will do good printing. Heretofore the cost of a cylinder press and the motive power to operate it has been so heavy that most country printers could not afford it. The Challenge Country Press, for hand power, fills the gap. It runs so easy that neither engine or motor is required. This press was designed for the country printer. It prints newspapers and job work in a superior manner. It is a modern machine with many improvements not found in other country presses, including first-class fountain, reel rod and points in cylinder, impression adjustment and automatic gripper mechanism, which cannot be broken even if grippers are left open. For speed, simplicity, convenience and durability it is unequalled. Owing to the great increase in cost of materials and labor the prices will be advanced shortly. If you need a press it will pay you to write your dealer or the manufacturers, The Challenge Machinery Co., Chicago, for circular and all desired information.

PAY FOR ITSELF EVERY DAY.—Ramaley's Price List for Printing. 80 pps. Two for One Dollar. D. Ramaley, Box B, St. Paul, Minn.

RIMPLED OLDSTYLE

48 Point 4A 6a \$7.00

FINEST JOB PRINTER
Grand Clean Faces

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Discard Ancient 12,345 Fragile Lines

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EDUCATING MASTER MECHANIC
Sometimes Pleasant Diversion

8 Point 25A 40a \$2.50

STRONG AND BEAUTIFUL NEW CHARACTERS
Leading the Fashion in Modern Printing
Profitable Results Instantly

Originated by the

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For Sale at Branches and Agencies

BUSINESS NOTES.

Barretts' Bindery Company will remove on May 1 from the present place, at 142 Monroe street, to larger quarters, at 182 Monroe street.

* * *

Barnes-Crosby Company have made another departure by which their facilities and business are again greatly enlarged, by a combination with the Aetna Engraving Company, lately at 153 and 155 La Salle street. The Aetna Company had a large machine room and photo-engraving plant. The combined establishment will be conducted by the Barnes-Crosby Company, at the present place of business, old Times building, Chicago.

* * *

The Joseph Birren Company has bought the Imperial Engraving Company's plant and business, lately at 259 Wabash avenue. The Joseph Birren Company has for the past two years made a specialty of catalogue illustration. Mr. Birren was formerly a member of the Imperial Engraving Company, but withdrew to go into his present business. On May 1 the company will move to 63-65 Washington street, to secure larger apartments for the accommodation of the enlarged establishment and the increasing trade.

* * *

Barnhart Bros. & Spindler have arranged with the Mexican Type Foundry, of the City of Mexico, Mexico, to represent them in the sister republic. They are sending a large stock of material of their make to the new foundry. Heretofore Mexico has had no printers' supply house worthy the name, and hereafter it will have one which will ally the sister republic closely to the best enterprise in the typographical line in this country.

A representative of the house named has just returned from a trip to Mexico, and reports the governing officials, from the president down, and the printers as well, welcome the advent of the new enterprise.

* * *

The New York office of the Latham Machinery Company, which was formerly at 12 Reade street, has recently been moved into larger quarters at 8 Reade street, affording them an abundance of room for displaying their Monitor machinery.

Mr. E. C. Latham will assume the management of this office, assisted by Mr. H. G. La Sor, both of whom will be pleased to be favored with a call from members of the trade and show them through the salesrooms.

They carry in stock a full line of machinery specialties, consisting of the well-known Monitor wire stitchers, Monitor paging and numbering machines, Monitor multiple-punching machines, Monitor perforators, standing presses, job backers, table shears, embossers, etc., also a large stock of the best steel wire.

The main office and factory are at 195 to 201 South Canal street, Chicago, Ill.

* * *

One of the largest items of expense in getting the very best results from fine half-tones has been the time and cost of making overlays in order to bring out all the delicate lights and shades. In the first place, a high-priced, expert artist is required, and then from three to five hours must be used, while the press, on which the form has been placed, waits. To devise some method to get results without the expensive delay and skilled work has puzzled inventors for several years. The problem seems to have been solved at last by the Tympalyn Company, 28 High street, Boston. A representative of this office has within a few days past visited the press-rooms of R. R. Donnelly & Sons, Chicago, and witnessed the workings of one of the Tympalyn on a press doing half-tone work. The results shown were entirely satisfactory. The saving in time was stated by the pressman to be three hours on each form, and that on the one job of some twenty forms the actual money saved would pay for the cost of the Tympalyn and its installation. As we write we have before us a copy of the March number of Harper's Monthly Magazine, the pages of which, from 493 to 508, containing eleven fine half-tones, were printed on a Tympalyn. The work is of the highest standard.

A PLAIN ADVERTISEMENT IS THE BEST.

An advertisement is most convincing when it seems to be simply a plain, straightforward, earnest statement of facts. The highest art is to give business announcements this appearance. If you can see the mechanism of the ad—the work of the adsmith—sticking out of every other sentence, it detracts from the realism of the ad. Stage thunder isn't convincing when you can see a man shaking a piece of zinc to make it.—Shoe and Leather Facts.

ABOUT PRICES FOR JOB PRINTING, Ramaley's New Price List. Fifth edition. Up to date. 75 cents, or two for One Dollar. D. Ramaley, Box B, St. Paul, Minn.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 25th of the month preceding date of publication. Cash must accompany order.

FIRST CLASS ad compositor and job printer wishes situation; strictly sober; over a year with Lord & Thomas. Address W. B., care of National Printer-Journalist.

WANTED—Non-union pressman thoroughly competent to take charge of pressroom containing four modern cylinder presses; give references and state salary desired. Address "L," care National Printer-Journalist.

WANTED—A young man with a small amount of money to invest wants a position as manager or editor, or both, of a weekly or small daily paper in a town of not less than 5,000 population, in the South or West. Is a college graduate and has worked at the business from pressroom to editorial chair for twelve years. Address "R," care the National Printer-Journalist.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with Hoerner's "Little Wonder" Sharpener. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, only \$2.70; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, J. S. Hoerner, Highland, Ill.



SAFE FIGURES, by using Ramaley's Price List for Printing. 80 pps. Two for One Dollar. D. Ramaley, Box B, St. Paul, Minn.

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86-88 Market St. Chicago.

NOW is the time to order your Spring and Summer Rollers.

ARE YOU GOING INTO BUSINESS?

If so, you need a

Business Education

And the best place to obtain it is at the



CORNER MICHIGAN AVENUE AND MONROE STREET.

This college occupies its own modern, commodious building; has an experienced faculty of teachers, and a practical course of study. For prospectus address

O. M. POWERS, Principal, 7 Monroe St., Chicago.

JOHN IMIRIE.

PATENTS

SEND SKETCH FOR
EXAMINATION.

605 SEVENTH STREET N. W.
WASHINGTON, D. C.

C. W. Crutsinger

Manufacturer

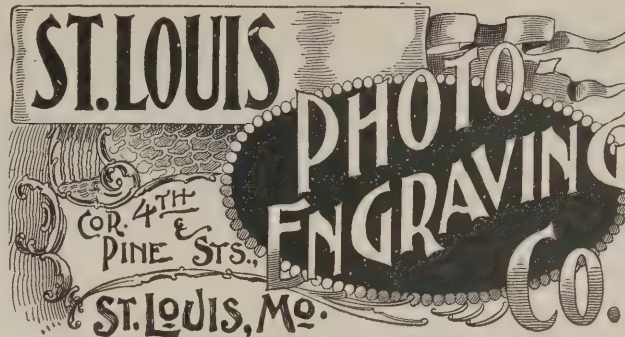
..... of

ROLLERS AND **COMPOSITION.**

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters

Advice on Technical Affairs

Hints on Every-day Work

Suggestions for Special Occasions

News of Printers and Printing

All about New Machinery and Appliances

Descriptions of Improved Methods of Work

Sample Jobs for "Lifting"

An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.

Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort
Press; London: 1 Imperial Building, Ludgate Circus, E.C.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price.

Paper binding, lithographed cover, 25 cents.

Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,

Vanderbilt Building,

New York.

"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.

"Interesting and profitable."—Baltimore Herald.

"Lively and sensible."—Philadelphia Evening Telegram.

"Handsome and clever."—New York Press.

"Should be read twice."—Cleveland World.

"Should be on the desk of every advertiser."—Cleveland Press.

"Best thing we have seen."—Buffalo Express.

"Most practical and helpful."—Minneapolis Journal.

"Every advertiser may read with profit."—St. Louis Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most interesting of all instructive books."—Buffalo Times.

"Full of ideas of value."—Cleveland Leader.

"Nothing humdrum or commonplace."—Buffalo Commercial.

"Full of snappy, commonsense hints."—Boston Advertiser.

"Striking and readable."—Baltimore American.

"Can not fail to prove interesting."—Pittsburg Press.

"Should be in the hands of every business man."—Philadelphia Ledger.

CONFIDENCE AND BACKBONE, with Ramaley's Price List for printing, Pocket size, 75 cents, or two for one Dollar. D. Ramaley, Box B, St. Paul, Minn.



TRADE MARK
REG.

Tympalyn

SEND FOR DESCRIPTIVE PAMPHLET

The Tympalyn Co.,

ARTHUR S. ALLEN, PRESIDENT.
FORREST E. LOVEJOY, BUSINESS MANAGER.
28 HIGH STREET, BOSTON, MASS.

**THE FINEST
SLEEPING CARS
IN THE WORLD**

**CHICAGO
GREAT
WESTERN
RAILWAY**

Maple
Leaf
Route

**CHICAGO
TO ST. PAUL
AND MINNEAPOLIS**

OFFICE 115 ADAMS ST. CHICAGO

Faster than ever to California

*Chicago-Union Pacific
& North-Western Line*

CALIFORNIA

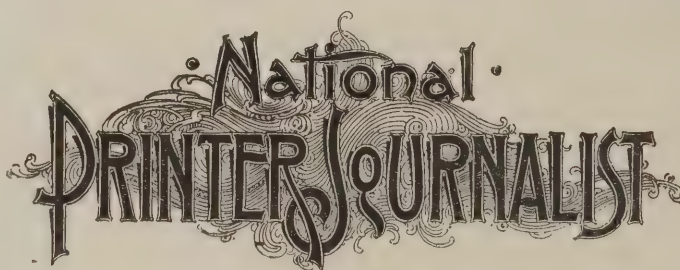
**Burlington Route
Personally Conducted
Tourist Parties
Every Week.**

If you are going to California and wish to save expense, yet travel in safety and comfort, investigate these "once-a-week parties." They leave every Wednesday from both Chicago and St. Louis, joining at Denver. Then past the grandest scenery in the world, over the Denver & Rio Grande Railroad. A few hours' stop to see Salt Lake City, and on via Ogden and the Southern Pacific Railway. A special agent is in charge of each party and the cars are comfortable and exquisitely clean. Ask your ticket agent for full particulars and send 6 cents in postage for our beautifully illustrated book on California. It is a work of art.

**P. S. EUSTIS, General Passenger
Agent, C. B. & Q. R. R.,
CHICAGO, ILL.**

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

HAS A LARGE AND GROWING PATRONAGE.



CAXTON BUILDING, - CHICAGO, ILL., U. S. A.

CHALK PLATES

Simplest, Quickest, and Cheapest Process of Engraving. . . Practically Infallible. . . Outfits, \$15 up. . . Catalogue of stereotyping machinery, proofs, etc., free. . . .

HOKE ENGRAVING PLATE CO.

.....ST. LOUIS, MO., U.S.A.

FOREIGN OFFICES — Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

Chicago Ad Setting Co., Walter S. Parker, Manager, 142 Monroe St., Chicago.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotyping Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcutt Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See page 240 of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PAPER—METAL.

Metal Paper Co., 268-70 Canal St., New York, N. Y. Full stock of all colors kept in two sizes, 16x21 and 20x28. Send stamp for samples and prices.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H., & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Faragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, completest selection, most original designs. Send to nearest branch for latest specimen book.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co., The, 25 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

WIRE STITCHERS.

Morrison, J. L., Co., The, New York, London, Toronto. Write for descriptive circular.

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“No More Cheap News Ink for Me.”

THE newspapers of this country for the past two years have been solicited, drummed, and almost persecuted by Printing Ink manufacturers who, having no reputation and no sales for Fine Grades of Inks, have been forced by their necessities to obtain a market for that grade of Ink which is easiest made and turned out in largest quantities. The result has been that so-called “News” Inks have been offered at a price so close to the cost that the manufacturer has been unable to turn out a properly made article, and in consequence there has arisen the greatest dissatisfaction among newspaper publishers at the muddy appearance of their papers and the filling up of their fine type. We have determined to give newspapers an absolutely first-class, dense black News Ink, and charge a fair price for it. The quotation at the top of this page is taken from many letters we have received from newspaper publishers who have written us asking for a News Ink that “will work free and clean, and print black.” One of the best printed newspapers in this country—the New York Commercial Advertiser—is printed with Ink of our manufacture. Any newspaper publisher who thinks this paper looks better than his own, we will be very glad to furnish with quotations for the same grade. Publishers who are satisfied to use an Ink solely because it is “cheap” we think will find from experience that there is no real economy in using anything but the best that can be made. Why spoil good paper—the item of cost of which is very large—with poor Ink, when the difference in cost between a good and poor Ink is so trifling?

Fred'k H. Levey, Pres't.
Chas. E. Newton, Vice-Pres't.
Wm. S. Bate, Sec'y.

Fred'k H. Levey Co..

59 Beekman Street, New York.

The READERS of the National Printer-Journalist
are the OWNERS of newspapers and printing offices.

Official
Paper of the
National
Editorial
Association.



The growth of the National Printer-Journalist has been going on steadily for twelve years. It is now recognized as the leader in its field. As such it is a valuable medium which good business men—who wish to directly reach Employing Printers and Publishers—cannot afford to overlook. Many new features are constantly being introduced.

Reports of the
Meetings of
the different
State Editorial
Associations
are a special
feature.

An advertisement in the National Printer-Journalist
reaches the BUYERS of the article advertised.

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,
274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.

VOL. XVII. NO. 5
PRICE 20 CENTS

MAY
1900

NATIONAL
PRINTER-
JOURNALIST



PUBLISHED AT THE
CAXTON BUILDING
CHICAGO ILL.

ILLINOIS
ENGRAVING
CO. CHICAGO



GEO. H.
BENEDICT & CO.
ENGRAVERS & ELECTROTYPERS
175-7 CLARK ST.
CHICAGO.

COMMENCEMENT
Programs
& Invitations.

A
GREAT LINE
GET SAMPLES

Take Orders now, for
CALENDARS
See our Samples
for **1901**

BUTLER
DESIGNS
Are
Authoritative

BUTLER BRANDS
PAPER
THE BEST

Everything in Paper from the cheapest that's good
To the Best that's made.

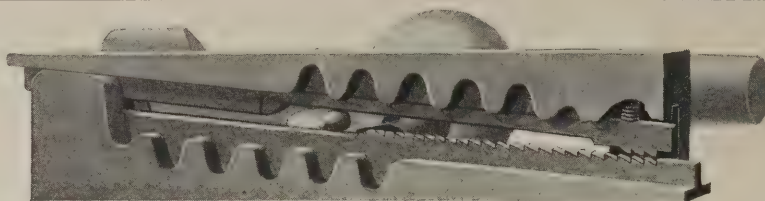
J.W.BUTLER PAPER COMPANY.

212 · 218 · MONROE ST.

CHICAGO.

©INNER-CHI.

Never Slip



Quoins, \$3.00 per doz.
Keys, 75 cents each



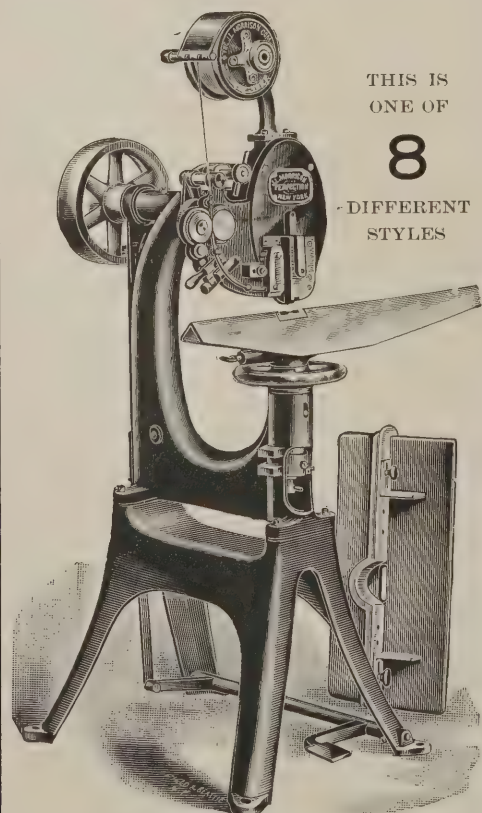
CASH WITH ORDER

JUST think one minute, then read what I can do. :: :: :: :: ::
I can never do the slipping act after being locked up, no matter
if for 5 minutes or for life. Ha, Ha, Ha! :: :: :: :: ::
As I know you are always in trouble, I will advise you to order just
two dozen fellows like me, and three keys, and we will come to you by
express. If we are not the greatest fellows you ever had in your office
to save your furniture, stones, bed of presses, stay where you put us,
give you a better register, and give you ten per cent. more work out of
your presses than any other quoin you ever saw or that is manufactured,
then you can return us at end of ten days' trial, and our boss will return
your money. Hoping you will give us a trial, we are, very truly yours,

NEVER SLIP QUOIN

After giving the **Never Slip Quoin** a trial, and find that you
would like to replace your old quoins and keys, write us how many you
want and we will make you prices. :: :: :: :: ::

R. J. KRAUSE QUOIN CO., ::::: CHICAGO, ILL.



THIS IS
ONE OF

8

DIFFERENT
STYLES

NO. 4

KNOWN and SOLD
all the WORLD OVER

"PERFECTION"
WIRE STITCHING
MACHINES



WRITE FOR
INFORMATION

Headquarters in the
United States for
Bookbinders'
Perfection
Stitching
WIRE

MANUFACTURED BY

The J. L. Morrison Company
LONDON NEW YORK TORONTO



*The picture that helped to make the
Manz Engraving Company famous.*

*Beautiful Art Platinotype made direct
from the original negative, size 8 x 10,
for sale at \$1. If not satisfactory can
be returned.*

*Address Manz Engraving Co.
195 to 207 Canal Street, Chicago.*

Cheap News Ink *VERSUS* News Ink that is Cheap

W

HATEVER you do, *don't deceive yourself* on NEWS INK.

A paper printed with *cheap News Ink* "looks the part."

The formula for so-called CHEAP News Ink is usually

"A LITTLE OF THIS,
A LITTLE OF THAT,
AND SOME WATER."



For forty years the QUEEN CITY PRINTING INK COMPANY, CINCINNATI, OHIO, has found that to make friends of their customers it is necessary to make a News Ink to suit the conditions, namely, temperature of the pressroom, the speed of the press, the texture of the paper, etc.

Their formula calls for enough high grade Lamp Black and Carbon Black to give the color, sufficient Varnish and Drier to insure proper drying qualities, all of which must be ground thoroughly with a view of having an Ink that will look well and print the greatest possible number of papers.

The above considered, QUEEN CITY NEWS INK IS CHEAP, and that is why the QUEEN CITY PRINTING INK COMPANY SELLS MORE NEWS INK THAN ANY WESTERN MANUFACTURER.

ART & SCIENCE ABSORBED IN THE RESULTS OF THEIR COMBINED EFFORTS

BEFORE PLACING YOUR ORDER
HEAR US
THE BEST IS THE MOST ECONOMICAL
IN THE END

BLOMGREN-BROS-&CO
ENGRAVERS AND ELECTROTYPERS

LONG DISTANCE PHONE - M - 548 175 MONROE ST. CHICAGO, ILL.

THE LATEST AND BEST

We show here our latest and most improved Imposing Stone Frame. It will be noticed that there is no waste room under this Stone, but all the space is utilized in the most advantageous manner. It is made in one size only. The size of Stone is 40 x 80 inches, and is the best stock obtainable, with smooth face and free from imperfections. The Stone is 2 inches thick. The height from floor to the top of Stone, 41½ inches.

Drawers—There are six drawers at the top. On the left-hand side, extending half-way through, are two pulling out from each side, and two drawers on the right-hand side at the top, reaching clear through, and can be pulled out from either side. These six drawers are ¾ inch deep and 11½ inches wide, and are intended to be used for storing metal furniture. Under these drawers are three large drawers, one reaching clear through the frame to be pulled out from either side, and two reaching half-way through, one being drawn from each side. These drawers are 3 inches deep by 22½ inches wide inside.

Chase Racks—At the bottom, on the side shown in illustration, are thirty-six racks for chases for 8x12 job press. On the opposite side are chase racks to accommodate eighteen chases for 10x15 job press, and eighteen chases for 12x18 job press. On the sides of the second tier of drawers, as shown in the illustration, there are eight compartments, four on each side of the frame, which can be utilized for string or small tools.

Labor-Saving Furniture Rack—The case contains a labor-saving furniture rack filled with furniture. This furniture is cut in the following assorted lengths and widths:

18 pieces each 2, 3 and 4 line	} Cut 25, 35, 70, 80, 90, 100, 120, 140 and 160 ems long.
15 " " 5 " 6 "	
9 " " 8 " 10 "	
24 " " 2, 3 " 4 "	} C t 30, 40, 50 and 60 ems long.
20 " " 5 " 6 "	
12 " " 8 " 10 "	

A total of 500 yards of furniture cut into 1,562 pieces. This gives a better and larger assortment of wood furniture than is found in the Mammoth Case. The furniture is thoroughly oil soaked, and the length and width is stamped on the end of each piece.

Rack for Steel Furniture or Cut Reglet—In the center, arranged in double tier between the wood furniture racks, are thirty-six compartments for steel furniture or cut reglets. These compartments are made to accommodate the following lengths: 12, 15, 18, 21, 24, 27, 30, 35, 36, 39, 42, 45, 48, 51, 54, 57 and 60 ems; two compartments for each length, except the 42-em length, which has four compartments. Each compartment is 6 inches wide and will hold thirty-five pieces of pica or seventy pieces of nonpareil reglet, or eleven pieces of steel furniture.

Cupboard or Bins—On the opposite side from the one shown in the illustration, over the chase rack, are two large compartments for general storage; one compartment is 21 inches deep, 37 inches long and 10½ inches high; the other is 29 inches deep, 37 inches long and 13 inches high. This arrangement as a whole utilizes every inch of space under the stone, and constitutes the most complete and compact piece of modern printing office furniture ever placed on the market. The frame is made of hardwood, very substantial. Has paneled ends, and is varnished in the natural color of the wood, the same as the best of our cabinets.

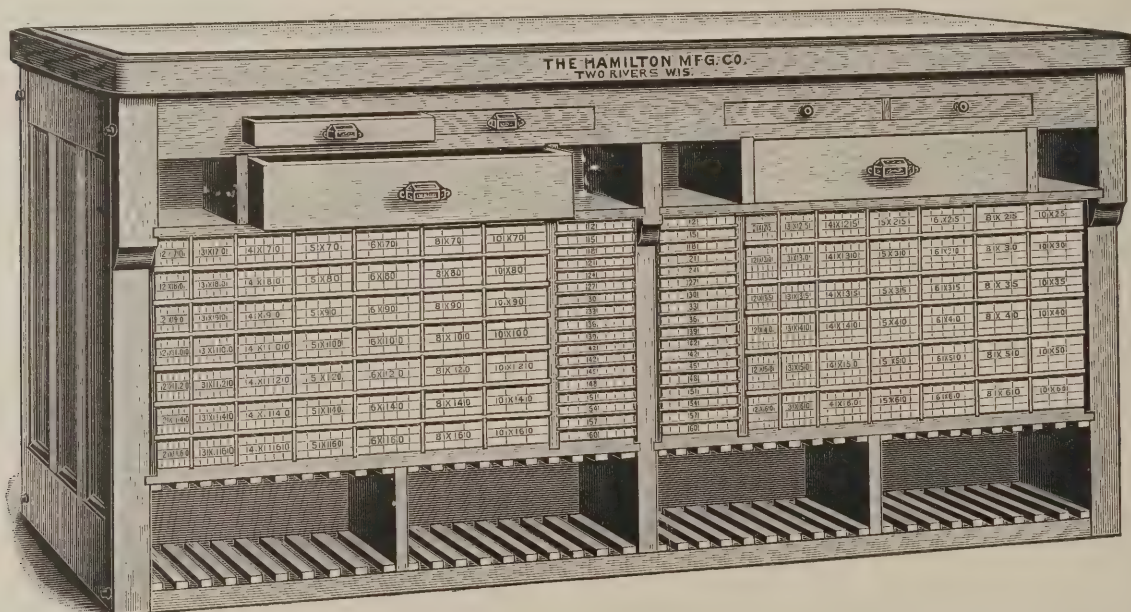
Price, complete, \$140—without the steel furniture, but including the labor-saving wood furniture.

Price of a font of reglet to fill the center racks, \$14.

Price of a font of steel furniture to fill the center racks, \$100. This font consists of 22 pieces of each length as mentioned above, except the 42-em length, of which there are 44 pieces—a total of 346 pieces.

These prices are subject to the usual discount.

This Stone Frame is for sale by every Type Founder and Dealer in Printers' Supplies in the United States and Canada.



THE DORSEY IMPOSING STONE, WITH LABOR-SAVING FURNITURE AND CHASE RACKS.

Manufactured Exclusively by **THE HAMILTON MFG. CO.**

SEND FOR 1900
CALENDAR SHEET

Main Office
and Factory. . . TWO RIVERS, WIS.
Eastern Factory
and Warehouse, MIDDLETOWN, N. Y.

Largest Manufacturers of Printers' Wood Goods in the World.

Over 700 different faces of Wood Type. Send for our complete catalogues.

When ordering from your dealer, ask for Hamilton Goods and see that you get them. Look for our stamp—it is on every article we make, and is a guaranty of excellence.

A Single Linotype on Lease Contract



IT HAS been heretofore the policy of this Company not to rent one machine in a new installation, but to place single machines under purchase contract. As many hundreds of one-machine plants have been meeting with unqualified success, it has been demonstrated that the use of a single machine is both practicable and profitable, and no longer an experiment.

In view of numerous applications for single machines on lease contract, the Linotype Company has decided to extend to publishers and printers not now employing Linotype composition, and whose requirements will be met with one machine, the form of contract heretofore made to cover installations of two or more machines. On these terms a single machine may now be secured, in which case it becomes optional —

- To make purchase contract at end of first year, applying rental paid as part of price; or,
- To continue rental for an additional term of five years; or,
- To surrender machine at end of first year.

Under this last option the lessee has an opportunity to put the Linotype to the test for one year simply at the rental expense, and if at the expiration of this period he finds it for any reason inadvisable to continue its use, he can return the machine, and thus end the transaction, with a certain saving of at least several hundred dollars in composition bills.

A FEW AMONG MANY LINOTYPE BENEFITS

Saving in composition cost sufficient to pay for machine within a surprisingly brief period — Economy in body type investment and depreciation — More home-set matter for each issue — Reduction in plate bills — New dress for every printing — Inexhaustible “sorts” — Quick work in corrections — Ability to keep matter standing in quantity — Precious time saved in making up and closing forms, etc., etc.

Ask for full particulars, descriptive circulars, specimen sheets, etc.



MERGEN-
THALER

LINOTYPE CO.

TRIBUNE BLDG., NEW YORK CITY



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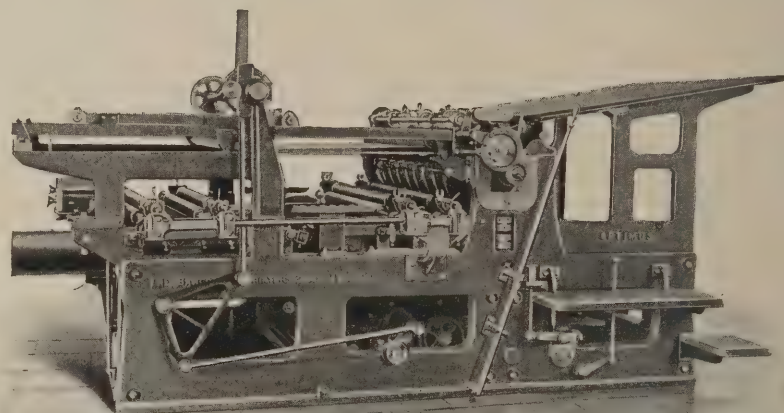


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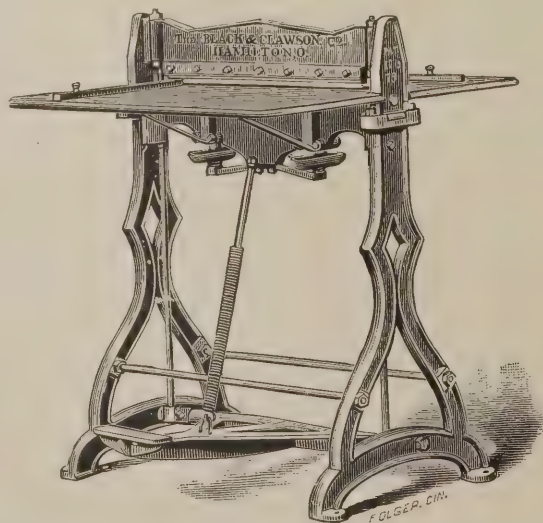
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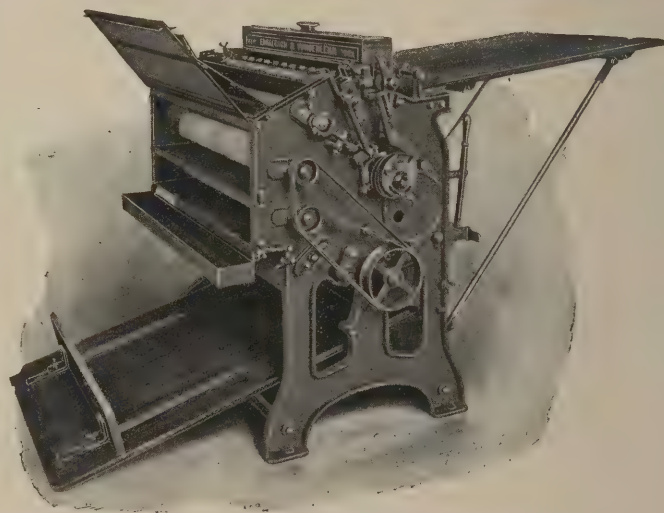
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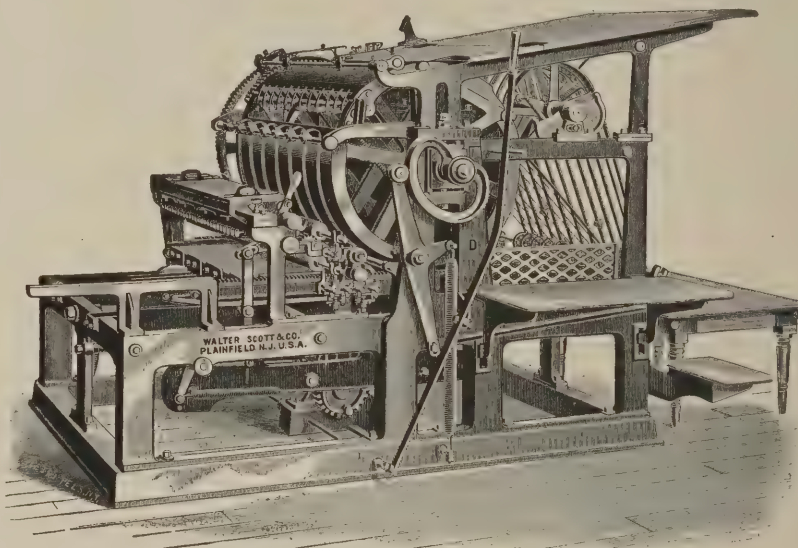
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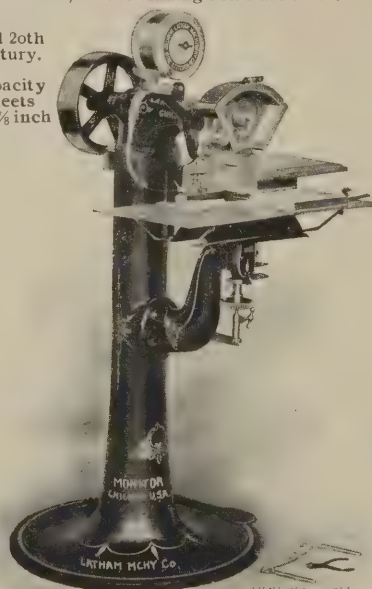
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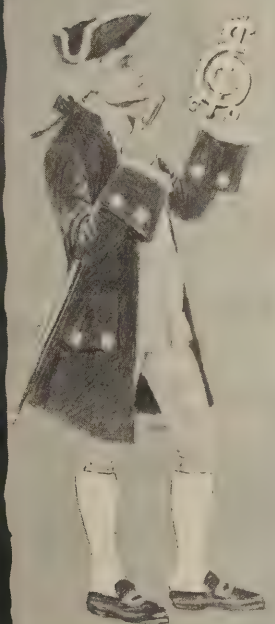
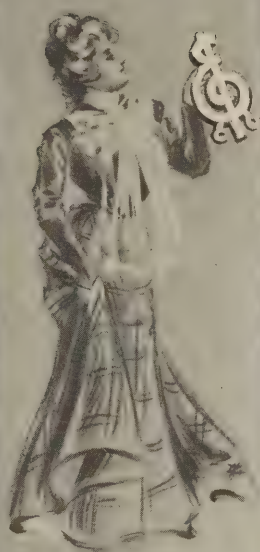
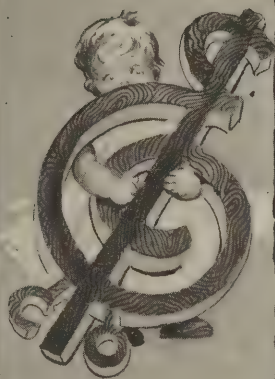
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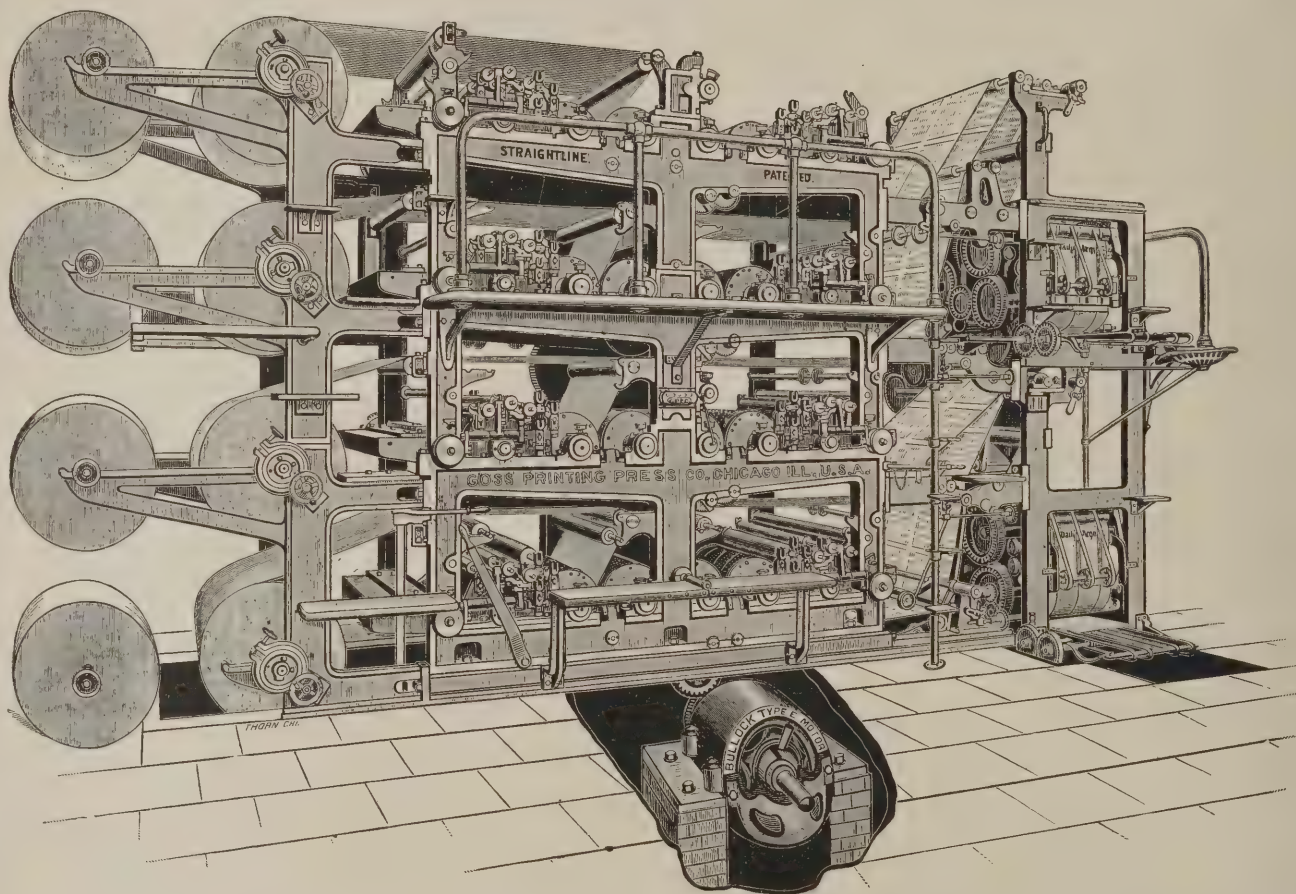
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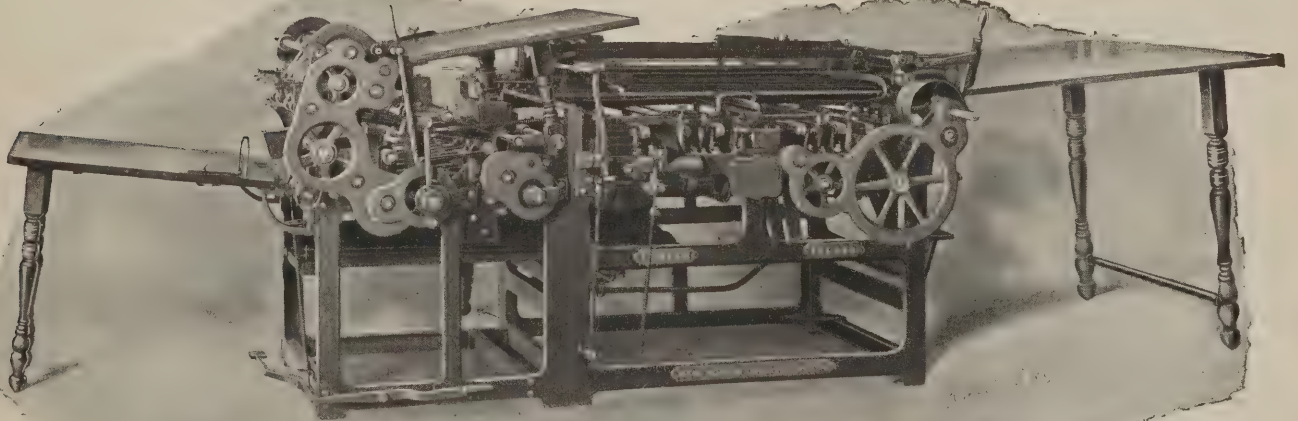


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THIS IS BECAUSE TYPE IS A PER- FECT TOOL

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ALL SUBSTITUTES FOR FOUNDRY TYPE ARE IMPERFECT—

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THESE IMPERFECT SUBSTITUTES MEAN EXTRA EXPENSE

for keeping machines and accessories in best possible condition, in order to get even passable results.

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For extra work in reading and correcting proofs.

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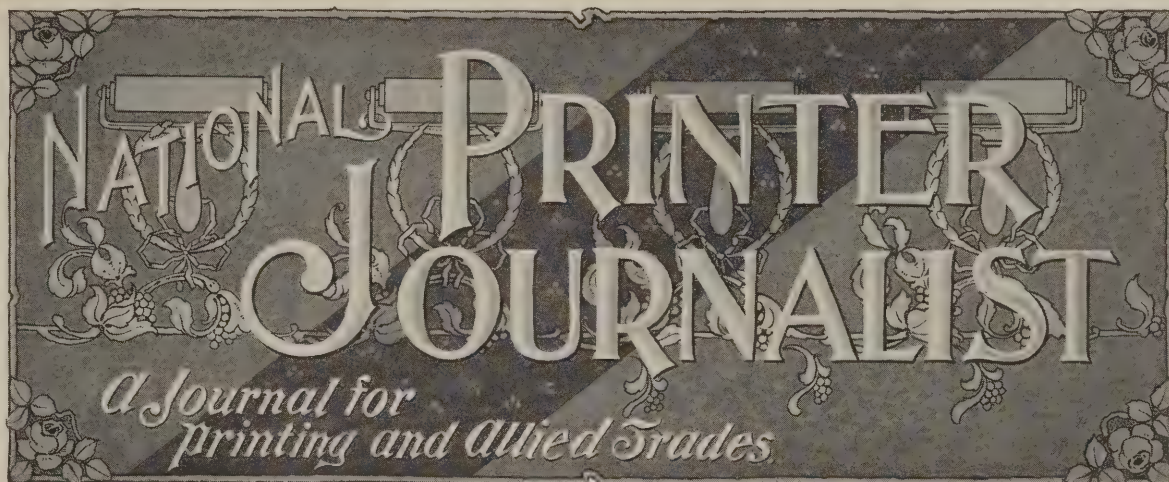
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VOL. XVII.

CHICAGO, MAY, 1900.

NO. 5

THE ETHICS OF JOURNALISM.

An address delivered before the delegates to the Fifteenth Annual Convention of the National Editorial Association by Bishop CHARLES B. GALLOWAY, of Mississippi, in the Hall of Representatives, at Jackson.

ICOUNT it a distinguished privilege to have been designated by my fellow-Mississippians to join with others, in extending you a cordial welcome to the wide-open hospitalities of this genial commonwealth, and its delightful little capital city. You will not find the traditional "latch-string on the outside," for the doors of our hearts and homes swung open automatically at your coming, and have fallen from their hinges. If, in this fair land of the magnolia, you do not discover its glorious bloom and detect its wonderful fragrance, it is because, like the average enterprising American citizen, you are "in advance of the procession" of the seasons. A few weeks later, you would see skies as soft as those that bend over Italy, fields "fair to the eye of beauty," and flowers as beautiful and fragrant as those that bloom in the garden of the gods.

We welcome you as fellow-Americans, lovers of the same great principles, sharers of the same mighty responsibilities, heirs of the same splendid history, and soldiers of the same glorious flag.

We welcome you to the State of Jefferson Davis, and to this ancient hall, where his eloquent voice was often heard, and from which he was sent out as the noble representative of an admiring people. In early life he was the pride of her chivalry, at a later period her greatest parliamentary leader, in old age her patriotic benediction, and I would that his honored remains were her most precious treasure. But the days of sectional conflict and separation are gone forever, and the State of Jefferson Davis is as loyal to our common country as the land of Charles Sumner. We are glad there is a star on our national flag that answers to the proud name of Mississippi.

You have done us honor, also, in elevating to the Presidency of your Association one of our own townsmen, long and prominently identified with the journalism of this great commonwealth. We appreciate the handsome compliment to Mississippi and it gives us, his friends and neighbors, special pleasure in extending you a welcome to his Southern home.

We bid you thrice welcome as representatives of American journalism, to which we are accustomed to look for leadership on all the great questions of duty in our national and social life, and for guardianship when our rights and liberties are imperiled. To me, an old member of your

noble profession, it is a special pleasure to have some honored part in this, to us, great and gracious occasion.

THE MARVEL OF NEWSPAPER HISTORY.

The history of journalism is a perpetual marvel. But a few years ago, comparatively, the art of printing was invented, and the first crude newspaper was issued from an equally rude press. Its aims were unpretentious, and of its mighty destiny there was not the faintest conception. Now they have multiplied to many thousands and become the most potent factor in every civilized land. Along with the family, the church and the State, it ranks as a dominant force in all civilizations. Its lines have gone out to the ends of the earth. We may lament its abnormal development in certain directions, grow restive over its pretentious boldness, rebuke its audacity and deny its influence, but the fact remains that the Press is

"The mightiest of the mighty means
On which the arm of progress leans."

A MAGIC FORCE

It is the magic hand that strikes the diapason of human thought, and evokes music from every chord. It is the fabled touch of Midas that turns everything to gold for the world's enrichment but, with the exception of a few metropolitans, keeps itself poor. It is the swarthy Hercules, to whose mighty muscles society looks for sure defense. It has the eager eagle eyes of Argus from which nothing escapes, and the hundred deft hands of Briarius, whose grasp is well-nigh exhaustless. All lands and peoples, all agencies and inventions, all commerce and discoveries, are brought under tribute to its daring enterprise and sublime conquests. It gathers news on the lightning's fiery wing and sends it out over the land with all the speed of steam. Everywhere its influence is felt—at home and abroad, on land and even on the sea.

"As noiseless as the daylight comes when night is done
And the crimson-streak on ocean's cheek grows into the great sun,"

so quietly and gently in all the homes of our people its influence is at work, furnishing instruction, moulding opinion, formulating principles, arousing dormant energies and guiding a nation's destiny. From the home newspaper, and amid the quiet evening hours, is gathered the intellectual and political pabulum on which nine-tenths of our people feed. Of it are born the convictions and inspiration that kindle enthusiasm on all great public questions. The

newspaper of to-day is the phenomenal orator of the early republic. What the eloquent tongue of Tully was to Rome, and the impassioned periods of Demosthenes to Athenian patriotism, the modern press is to American citizenship.

MANLY INDEPENDENCE.

Another fact is observable and commendable—the growth of a manly independence in journalism. It carries no brand and wears no manacles. I repudiate the declaration of a certain writer in the *North American Review*, that “a power greater than journalism has thrust a golden ring through its nose and leads it, exclusive chattel and creature.” Whatever bondage, galling and debasing, an exceptional paper here and there may suffer, I do not hesitate to affirm that American journalism enjoys an independence liable to imperiousness, and a liberty that may lead to license. With no subsidy but popular patronage and no support but public approval, it dares an open, outspoken, fearless utterance of opinion. The average newspaper of to-day calls no man master. Even the recognized party organs—the special advocates and exponents of great party principles—fly their own banners and are by no means subservient to any arrogant dictation of caucus or convention. They adopt their own line of argument, and wield their own weapons of conflict, whether it be the light sword of Saladin or the ponderous battle-axe of Richard. The measures and men of their own party are discussed with sturdy independence. It is above the thumb of any politician, however great his name or national his fame. It obeys the nod of no political Jupiter, but rather itself sits in undisputed majesty on the heights of Olympus swaying a scepter of magic and universal empire.

PRODIGIOUS RESPONSIBILITY.

But with this mighty power is associated prodigious responsibility. Influence is the measure of obligation. If the press be the dominant factor in our American civilization to-day, upon it most largely and sacredly rests the destiny for weal or woe of our political and social institutions. Such an engine under the control of the vicious, who have no compunctions of conscience, no sense of solemn responsibility, and no lofty ideal of patriotic achievement, may work infinite and irreparable injury. It is a blind Samson laying his strong hands upon the pillars of our social temple who will accomplish its destruction and ingloriously perish in the ruins. But on the other hand, a true journalist should and does feel the weight of large public responsibility. That he is society's watchman on the walls, and upon his ceaseless vigils and unswerving fidelity depend, in great measure, the peace, purity and safety of the commonwealth.

First then let us consider journalism in its ethical relation to public affairs. The character of a nation's civilization is typed by the spirit and conduct of its press. It is an educator of the people in all civic virtue. There is an old saying among our kin beyond the sea that “What Lancashire thinks to-day, England will think to-morrow.” With more force and aptness we may say of our country, that what the American press thinks to-day, will be the national conviction to-morrow, and constitutional law next week. In an able letter declining to become a candidate for Parliament from the ancient borough of Leicester, Herbert Spencer, the distinguished scientist, utters these significant words: “It is becoming a common remark that we are approaching a state in which laws are practically made out of doors, and simply registered by Parliament; and if so, then the actual work of legislation is more the work of those who modify the ideas of the electors, than of those who give effect to their ideas.” That is eminently true of American civil and political life. And the out-of-door influence that most mightily wields public opinion and formulates principles that find statutory expression in halls of legislation, is the American press. And into the administration of these laws its influence goes vertebrating or intimidating the judge on the bench, and inspiring or cowering the jury in the box.

THE NEWSPAPER AS RELATED TO LANGUAGE AND LITERATURE.

Again let us consider journalism in its relation to language and literature. We owe something to our mother tongue. An influential journal is more or less the guardian of our Anglo-Saxon language, and, in a certain sense, is an

instructor in its ready and skillful use. Upon it, in large measure, rests the responsibility of right education in a pure style of expression. It is related of the elder Bennett, the founder of the *New York Herald*, that he thus addressed an aspiring young journalist, just entering the profession: “Young man, you seem to think that the province of the newspaper is to instruct and improve. You are mistaken; it is to astonish and amuse.” And in that dictum he has been followed by a numerous generation. They eagerly seized upon it and emblazoned it as the lofty motto of their journalistic career. But in the face of a history so remarkable and an enterprise so successful, I must admit that his declaration cheapens and degrades the high mission of the press. Nor does his own mighty and mammoth *Herald* sustain the assertion. What other columns so teem with news from all lands and climes? What other metropolitan commands the varied gifts and learning of so many cultivated writers? What other leaders so signally display the classic grace of Addison, with the epigrammatic freshness of Prentice and the sturdy strength of Carlyle, that master of letters, who has been facetiously denominated, “a trip-hammer with an Aeolian attachment?”

And yet there are editors who consider the ready use of a mongrel vocabulary the sure evidence of journalistic genius. I know some papers that seem to be called and commissioned to teach slang and swagger. Now, mark you, I do not advise a staid stiffness and somnolent dullness of style that merit and prophesy a speedy funeral and a place in the cemetery of newspaperdom already crowded with the tombs of ill-fated enterprises. There must be vivacity, vividness and vigor—the sparkle and freshness of striking expression—to command readers and achieve success. Prosaic precision is an enemy to stirring effect and “penetrative energy.” But on the contrary, coarseness and slang, slovenly by-words and impure expletives, are to be avoided as degrading to the dignity of the profession and corrupting to our pure idiomatic English.

JOURNALISM IN ITS RELATION TO PUBLIC MORALS.

In the grasp and sweep of peerless enterprise so characteristic of the modern press, there is too little discrimination as to the quality of news served up for eager readers. Indeed scandal and crime seems to have the preference with an industrious, wide-awake newsgatherer. I would not restrain the imperial spirit of enterprise or lay a repressing hand upon its glorious courage, but an improvement in the manner of displaying the immoral is the demand of sensitive virtue and public morality. If criminal news is given, it should not be protrayed in humorous phrase or emblazoned with flaming headlines. This only feeds a vicious sentiment and becomes a very curse to purity and young ambition.

For the honor of our noble profession we ought to frown down that muck-rake journalism that feeds its readers on garbage and the malodorous decoctions of misery, vulgarity, vice and crime. I do not ask that every journalist should become a homilist or a moral censor, but I do plead for a lofty sense of public responsibility, founded upon and inspired by the purest moral philosophy. On every page of his paper should be reflected the expression of a true manhood, and every damp sheet, fresh from the press, should enfold the aroma of a pure and generous patriotism.

JOURNALISM IN ITS RELATION TO PRIVATE CHARACTER.

Public men and their official doings are legitimate and necessary measures of discussion and criticism. It is well for republican governments that their officials live and labor under the sleepless eye of an enterprising press. They are public property, in their official relations, and have no reason to resent a fair and honorable arraignment of their administration. But their private character should be preserved inviolate from public gaze. The domestic circle should be held too sacred for its secrets to be revealed to the world. And that species of journalism that invades its sacred portals deserves the execration of an outraged public sentiment. I rejoice in the untrammelled freedom of the press, but lament any single instance of degeneracy into license.

JOURNALISM IN ITS RELATION TO JOURNALISTS.

The ethics of journalistic fraternity needs emphasis and illustration. No other profession is so dependent upon mutual association and inter-communication, and yet none

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for sale. Catalogue 25 cents.

OLD CRONIES.

"Comrades known to marches many
Comrades tried in dangers many
Comrades bound by memories many
Brothers let us ever be!"

BECK ENGRAVING COMPANY,
147, 149, 151 North Tenth Street, Philadelphia, Pa.



has such sharp and hostile rivalries. An editor is absolutely dependent upon his exchanges, not only for items of news, but suggestions of thought for elaboration in his own columns. By this attrition of mind—this exchange of opinion—his own vision is enlarged and he is aided to wiser, clearer conclusions. He feels the pulse of every community—sees the reflection of views modified by local surroundings—and thus by a broader generalization—with the lights turned on from every quarter—studies great questions in their widest application. This constant communication ought to cement the bonds of brotherhood, make us jealous of a fellow-laborer's good reputation and feel pride in his growing success. But as a matter of fact in no other profession is there so much personal antagonism and depreciation. So prominently do some project their own personality into their columns, that they construe dissent from their opinions into an insult to personal character. Sensitive, imperious and intolerant they are ever looking for and inviting affairs of honor. They carry a chip on their shoulders, daring anybody and everybody to knock it off. They are never without a grievance—some sore to heal—some score to settle—some apology to demand—some enemy to punish—or some old grudge to coddle and fondle. Personal assault they account the loftiest courage. That is their idea of aggressiveness and a live paper. Now permit me to say to you younger brethren of the press—you to whom the future is bright with promise and whose careers are yet to be run—let me say to you, that a porcupine never makes an ideal journalist. An editor should be above piques and personalities. His grievances, real or imaginary, ought not to afflict an overburdened community. His jealousies and spites need not become public property. Such an one becomes a cross and grievance to the people, and his retirement is hailed as a benediction and public benefaction.

I would urge a generous emulation, but a scrupulous avoidance of unbrotherly recrimination. Let there be manly, outspoken, magnanimous discussion—the outgiving flashes of impinging steel—but in lofty disdain of a groveling spirit that only aspires after personal victory. In his immortal epic, the *Paradise Lost*, Milton describes the exiled pair from Eden as spending many hours in bitter mutual reproaches and accusations for their dreadful fall. But at length Adam arose and in generous phrase thus addressed his companion:

"Rise! let us no more contend, nor blame
Each other, blamed enough elsewhere: but strive
In offices of love, how we may lighten
Each other's burdens in our share of woe."

A like generous and loyal spirit I would enthrone as the lofty ideal of true journalistic brotherhood. Eschewing puerile personalities and vain vexing. I would lock shields with every brave knight of the quill and with the chivalric spirit of our noble trust, keep perpetual vigils over the sacred rights of our people. So weighty are our responsibilities—so high our true mission—so great the achievements before us—that we need to get into closer, tenderer personal sympathy. The same flag floats over us, and under its silken folds we should gather for battle against a common enemy.

And now, in conclusion, pursuing this military figure, let me speak the words of a poet soldier, addressed to his battle-scarred comrades of many reddened fields, and commend them as the sentiment of this happy reunion:

"Comrades known to marches many
Comrades tried in dangers many
Comrades bound by memories many
Brothers let us ever be!

And if spared and growing older
Shoulder still in line with shoulder
And with hearts no throb the colder
Brothers we will ever be."

AN ERRONEOUS IDEA.

The merchant in a small town is apt to look on his newspaper advertising as a charity that he bestows on the editor of his local paper. No idea could be more erroneous. The advertisement that he puts in his home paper will, if properly managed, bring him excellent returns.—The Advertiser.

COMPLIMENTS TO A UNION.



WE HAVE no patience with an organization that undertakes to interfere with other people's rights. When any organization of men or individuals contributes money to maintain others in violations of law, in private assaults and assassinations, such organization and every member of the same just as much as each individual becomes criminal and worthy of no consideration further than such as is given to every criminal under the penal laws for the punishment of crimes. Yet the Typographical Union of Chicago is worthy of praise for its effort, however futile, to keep its organization from being openly used as the tool of traitorous demagogues. We fully concur in the following, expressed by the Chicago Post:

By the action of the Chicago Federation of Labor in expelling Typographical Union, No. 16, a high compliment has been paid the members of that union and they are to be congratulated upon the breaking of an alliance which was distinctly to their disadvantage.

No better proof of the quality of men composing the Typographical Union could be given than the reason for this expulsion. As founders of the organization out of which has grown the present Federation of Labor, the printers saw a menace to unionism in the stealthy creeping of the cheap politician into the councils of the Federation. They did not hesitate to make earnest protest, formally demanding that no person holding political office should be eligible to sit as a delegate in Federation meetings. In this they stood clearly upon a provision of the Federation's constitution. They acted from principle, but the course of the Federation in expelling the union proved their protest had come too late. The power of the politician had already grown stronger than the sense of right in Federation councils.

By expelling the printers the politicians of the Federation have unwittingly shown the public how vast a gulf lies between true unionism and its base counterfeit which at present has laid its paralyzing hand upon the industrial welfare of two million people.

It is said to be the purpose of the Typographical Union to appeal from the action of the local Federation to the national Federation, and, taking as precedent the case of the Musicians' Union a year ago, the national body is not unlikely to compel the Chicago Federation to reseat the Typographical Union delegates. Should such a course follow, the union would stand fully vindicated, but it is questionable if it can ever again feel at home as part of the Federation. Having secured from the national organization indorsement of its firm and commendable stand for principle and against cheap politics, it might be wisdom for the Typographical Union to withdraw from all affiliations with other unions and thus be in a position to look after its own interests unhampered by misguided men of distinctly narrower views.

The Typographical Union well knows its chief trials have come, not from employers, but from unionists who know little or nothing about printing. Why, then, continue an alliance which adds nothing to the printers' advantage but rather lessens their prestige through undesirable and inimical association?

The Duluth (Minn.) Tribune says: The ways of organized labor in Chicago have long been considered something very extraordinary, but the action of the local Federation of Labor in expelling the Typographical Union of the city from the Federation caps the climax.

The ostensible reason for taking this action is that the Typographical Union had raised the boycott on the Record and News. It is very doubtful if the Federation has any authority to take such action and the Typographical Union will appeal the case to the American Federation, from which the Chicago Federation holds its charter.

The real reason why an attempt has been made to expel from the Federation a union numbering 1,600 members, whose intelligence and character is a credit to organized labor, is that the printers had rebelled against the rule of men who have made a political machine of the Federation and have sacrificed the interests of labor in Chicago to political scheming. The Typographical Union was about to introduce a resolution that no person who holds a political office shall be a delegate to the Chicago Federation of

Labor. It will be readily acknowledged by all the friends of organized labor that this resolution represents a sound principle. But the Chicago Federation is controlled by politicians, and in order to head off the action of Typographical Union, No. 16, that body was declared expelled by the Federation.

Further developments in this case will be of interest to all men connected with newspapers and to all members of trades unions.

MORE DIRECT EFFECT THAN THE BIBLE.



PEOPLE who read and discuss newspapers every day in the year, if thoughtful and conscientious, ought to have some very good and valuable ideas as to the influence and obligations of the calling, even if they could not run a newspaper and fail to appreciate the difficulties and limitations that surround the publisher and editor. The Rev. F. B. Pullman in a recent sermon at Pilgrim Congregational church, Providence, R. I., showed that he had studied the newspaper conscientiously and to some account. He said among other things:

"The newspaper counsels as to our amusements and influences our daily lives. Even those who profess to be incredulous regarding it and its power are often found quoting that which it contains. I venture to say that most readers give themselves into its control, as they would to no other master. The average religious man, I venture to say, devotes more time to the newspaper than to the Bible, and it has a more direct effect upon his actions than does the Holy Book.

"When we consider the newspaper we find that it is made up of a combination of mind and matter that surpasses flight of the imagination. All the world pays tribute to the newspaper. How few of the readers stop to think of the host of hands employed and the lives devoted to the filling of its columns. Its enterprise is one of the marvelous things of the century.

"The best paper means the best man, and the best man must be as pure as the purest, as brave as the bravest and as noble as the noblest. The man who prints a newspaper simply for the money that there is in it, is as recreant to his trust as the minister who writes sermons simply for the salary he may get by so doing. The pulpit Judas will be more comfortably off in his allotted place than that editor who uses treacherously the power which belongs to the high office and responsibility of the newspaper. A newspaper which is a blessing to a community will so live on earth and so deal with facts that all the facts of life will be used to the best advantage to make good lives in the community. Undoubtedly human life needs some moral sewerage system, but the newspaper should not constitute that system. A newspaper should be dominated by the highest ideals as to morals and should have as its basis a reverent fear of God, and a full understanding of His will. It should have the highest welfare of the citizens in its care and be the embodiment of influential nobility."

AS SATAN WOULD RUN A NEWSPAPER.



SATAN has always been credited with shrewdness, but the editor of the Bloomington, Ind., Star having advertised to run his paper one day "As Satan Would," did not seem to take the wily wisdom of Satan into account, and the Chicago Inter Ocean showed the inconsistency of his proposed methods in the following pungent and racy style:

He promises, among other new features incident to the experiment, that he will make sweeping exposures of certain evils in the community. A local correspondent remarks that this programme has created great fear and trembling among evil-doers, pharisees, and hypocrites for miles around Bloomington.

It will be seen that an erroneous impression exists in Bloomington and its environs as to the methods employed by the devil in his work. His Satanic majesty is not in the habit of exposing evils, but, on the contrary, makes a specialty of concealing them. If placed in charge of a

newspaper he would view with alarm the programme marked out for him by the Indiana editor.

The devil's style in journalism is so entirely different from that proposed by the Bloomington Star that we do not hesitate to predict a flat failure for the enterprise. In the first place, an editor bent upon running a newspaper "as Satan would," certainly would move his entire plant to some large city. A little town like Bloomington could not afford Satan opportunities for the full display of his versatile genius. In a great city it would be only necessary for him to adopt and develop the methods already familiar in certain offices, and come in contact at once with a large constituency of victims.

With such a field open to him, he would not attack evil-doers, hypocrites, or pharisees. On the contrary, he would take such characters singly, in pairs, or in groups, and paint them in glowing colors as citizens deserving of the highest commendation. He would cover up their defects, disguise their weaknesses, calcimine their vices, and fresco their iniquities. He would go out into the highways and byways and collect the names of blackmailers, fund-looters, and pay-roll stuffers, and the masterly humbugs under whom they operate, and set them in black letters at top of column, first page, as typical of all that was good and great in the community, while he would take the names of ordinary, law-abiding, tax-paying people and hide them away in an obscure corner of a back page, and refer to them only on the rare occasions when he would deem it necessary to appeal to what he would call the "unthinking masses."

If the devil had a fair chance and an open field at the head of a modern newspaper of large circulation, he would also take particular pains to disguise the fact that he was the devil. He would be true to his best friends. It would profit him nothing to bring down exposure upon the evil-doers, pharisees, and hypocrites whom he would count among his most faithful adherents. While working incessantly upon the minds and consciences of his readers, and disseminating his insidious poison in every line of his newspaper, he would display that high degree of talent for which he is celebrated by making it appear that he was striving to advance the welfare of his kind from motives of pure unselfishness.

He would take a fervid interest in all "reform" movements. He would occupy a prominent place on the platform of all "reform" meetings. He would have himself appointed on all "reform" committees. He would talk sweetly at Sunday afternoon mass meetings of the higher ideals, the civic purities, and the necessity of trusting everything to the judgment of the "better element."

He would stand by a "reform" mayor, if there happened to be one, and give his support to an "honest minority" in the city council. He would sigh deeply over the decadence of public morality, and become hysterical when touching upon the degeneracy of partisan politicians. In brief, he would assume all the features and characteristics of a conspicuous citizen, and, in the course of time, he would be referred to by the pulpit as a lovely man.

"SIX DAYS SHALT THOU LABOR."



SUNDAY work is not half so bad as Sunday dissipation. There is no question that mankind needs rest and so do all beasts of burden. Man also needs time for mental improvement; for the cultivation of the higher faculties and sentiments, the play of the imagination and the sensibilities, or what is called the spiritual nature within him. To this end, he should be free from anxiety, wearying exertion of body or mind, animal or mental excitement that wears on nerves and brain or mental faculties. Rest that wearies is not rest, yet change that quiets the mind and awakens the higher sentiments contains all that is meant by the term. The body should be at ease, surroundings should be healthful, fear, dread and anxiety should be banished. Bad air, tiresome seats, hateful surroundings, disagreeable sermons, harsh, grating tones of voice or gloomy, woe-begone countenance, unkind words or backbitings, cynical criticisms, censoriousness; a mental or spiritual atmosphere of pretense and vain pride, tiresome pomp and show, of cant, hypocrisy, uncharitableness, hatred, dislike, self-glorying of one over another, disrespectful bearing or unkind, ungenerous

thoughts, are things more tiresome to body, mind and soul than the hardest toil. Because of the existence of these in too many churches, Monday is the bluest of days when body, mind and soul feel more fatigued and broken down than on any other day of the week. Peace, holy quiet, contentment, love, and congenial and ennobling surroundings are prerequisites to real body and soul renewing rest. To be strung up to the highest tension, either to outshine, to impress or to criticise others is not rest. There must be naturalness, relaxation without dissipation as to the bodily appetites, the feelings, the sentiments, or the affections, and on the other hand, without slothfulness or dullness. Reason must act calmly, the heart beat evenly, the feelings and imagination flow out as steadily and naturally as flows the "pure river of water of life, clear as crystal, proceeding out of the throne of God and the Lamb," that was shown to the beloved disciple in the glorious vision on the isle called Patmos. This is holy rest. For the lack of it many sleep and others live on with benumbed, brutalized, weakened, diseased bodies, dulled, enfeebled minds and shriveled souls, dyspeptic, gloomy, quarrelsome, suspicious, fault-finding, censorious.

Yet as disastrous as is the continued strain of work, worry, bodily or emotional dissipation, much more fearful are the results of a breach of the command "Six days shalt thou labor," the want of hopeful, useful employment. The bodily diseases and deaths, the mental and spiritual degradations and destructions coming through idleness, would need a very large volume to record, the pen of a Dante to write, the voice of a fallen angel to proclaim with all the attendant depths of woe and hopeless misery.

NEWSPAPER LIBEL.

REPORT OF JUDICIAL PROCEEDINGS.

By D. M. BUTLER, Lincoln, Neb., for the National Printer-Journalist.

PRIVILEGES of the newspaper can very properly be divided into three classes. The first relates to a publication of judicial proceedings, and a publication of this kind is privileged whether true or false, subject to some well-defined restrictions. The second is privileged if true. This relates to the publication of any matter of interest to the public not as a matter of news, but to that concerning which the public may be benefited. The third is only partially privileged, if at all. This relates to a publication concerning people's private matters. It is a discussion of the privilege as applied to judicial proceedings that we propose to consider.

As an abstract proposition the report in a newspaper of judicial proceedings is privileged if fair or complete, or if the truth of the assertions are not assumed by the publisher. It will not, however, apply to the remarks of counsel to a jury, nor to remarks of a prisoner when he makes a speech at time of sentence, nor will it apply to a publication of evidence offered and refused, or received and stricken out by order of the trial judge. Neither will it apply to a report of proceedings ordered suppressed by trial judge because of its obscene character. In all such cases the publisher must prove the truth of every statement the same as he would be required to do were the remarks made as a result of common rumor. In some States courts have declared the publication to be privileged in such cases so far as to shift the burden of proof, but at most this is the most favorable construction given by any court.

The following digest of cases may throw some light on the subject:

The publication must not be garbled so as to misrepresent. It need not, however, be repeated verbatim.

The publication of a statement made by a justice of the peace, of what had been said by persons applying to him for a warrant, which statements do not appear on any

official writ nor were made a part of the hearing, are not privileged.

It is not a fair comment on any legal proceeding to state or insinuate that a particular witness committed perjury in the course of same.

It is not a fair comment on a criminal trial to suggest that the prisoner though acquitted was really guilty.

A newspaper may comment on the conduct of magistrates in dismissing without hearing the whole of the evidence or in committing the prisoner for trial on insufficient evidence, but in so doing if the publisher impute to the magistrate that in so doing he has acted deliberately from political methods the publisher must prove the facts as alleged.

A newspaper may comment on evidence given by any particular witness in any inquiry on matters of public interest, but may not go to the length of declaring the evidence to be maliciously or recklessly false.

A newspaper published an article on a trial which had greatly excited public attention, giving a highly colored account of the attorneys on one side, and concluded with the statement that "Messrs. Quirk, Gammon & Snap were equalled, if not outdone," alluding to the noted firm of petifoggers in "Ten Thousand a Year." The speech was taken almost verbatim from the speech of counsel on the other side of the case. No allusion was made to the evidence subsequently introduced to refute this statement. It was held that the privilege was exceeded.

In each and all of these cases the publisher was required to establish the truth of the statement made when called upon to defend in a case of libel. The question of contempt did not enter them. Some or all of them might have made the reporter or publisher liable in contempt proceedings also, providing such statements were made during the pendency of the case and in a newspaper circulated near the forum, but the subject of contempt is not under discussion at this time.

In July, 1856, Frederick Tresca, a captain of a schooner in the Tampa Bay trade, was arrested in New Orleans upon the affidavit of a police officer to the effect that he had been informed and believed that Tresca and others on board the schooner were guilty of robbing dead bodies of certain persons who had been killed by an explosion on the steamer St. James, and had been found floating on the lake.

The New Orleans Crescent, in commenting on this arrest, went far beyond the affidavit as really made, assumed and proclaimed the guilt of Tresca, treated his character and history as that of a noted criminal. It spoke of his "suspicious looking schooner known to be manned by some nurslings of crime long marked by some officer of the law," and of her owner, whom the Captain of Police had known through long years of his "piratical inclinations," and "a land and water rat was this skipper of the schooner and a pet of criminal justice during many a day * * * as flushed with successful booty and bold through previous mutiny," and was portrayed as "a brawny, thick-set, low-browed bandit, and to all appearances

As mild a mannered man
As ever scuttled ship or cut a throat."

This was no doubt interesting reading, as it was intended to be. Although Joseph N. Maddox, proprietor of the Crescent, was absent at the time the article appeared in the paper, he was made a defendant in a suit for libel. It was shown upon the trial that the defendant newspaper had made a retraction of some sort. It was also shown upon the trial that while the captain may have been brawny and thick-set, he was not the bad man that he had been represented to be and that the charges made in the affidavit and in the newspaper were untrue. A jury in the District Court returned a verdict of \$1,000, and the verdict was sustained by the Supreme Court.

The Court held that the newspaper defendant had a right to publish that the plaintiff had been arrested and held to answer to a particular charge, but having gone beyond this was required, in order to establish a complete justification, to prove that all that was said was true and that it was published from good motives and for justifiable ends.



PHOTO BY ARTHUR MOONEY

Specimen halftone by
BARNES-CROSBY COMPANY,
Artists, Engravers, Electrotypers,
Times Building, Chicago.

HOME SWEET HOME.

"Be it ever so humble, there's no place like home."

Southwestern Branch —
Merrill & Jacard Building,
St. Louis, Mo.

EX-PRESIDENT BUNNELL INTERVIEWED.

Speaks in Both English and Spanish of What the National Editorial Association Has Done and of What in a Similar Way the Pan-American Exposition May Accomplish.



HE following, from the Buffalo Evening News, of recent date, will be of interest to all editors and printers, who are looking forward to the Pan-American Exposition, with its special building and department to be devoted to the newspapers and the graphic arts, as a means to give a new impetus to and to exercise a broadening and uplifting influence upon this calling:

In connection with the recent meeting of the National Editorial Association of the United States, at New Orleans, where the association was organized in 1885, the remarks of Mr. A. O. Bunnell, editor of the Dansville Advertiser, are of especial interest. In extending an invitation to the association to meet in Buffalo next year, he spoke especially of the attraction which the Pan-American Exposition would undoubtedly be to the editors of the country.

As a past President of the association and speaking in behalf of the Exposition, he referred to the statements which had been made in an address before the convention that to the south of us are the Latin Republics, which import annually merchandise to the amount of \$400,000,000; that three-fourths of these imports come from Europe—France, England and Germany furnishing the bulk; that the United States is one of the heaviest buyers from those countries, yet we control only a quarter of their commerce; that this condition should not be, and under the new policy of the United States it was expected and believed that within a few years these figures and conditions would be reversed.

Referring to the association, he said that during the fifteen years of its existence, by its bringing together leading editors, representative men delegated from the Press Associations of every State in the Union, by its holding convention in the principal cities of the country, from Boston in the East to San Francisco in the West, from Minneapolis in the North to San Antonio in the South, it had familiarized the people of the different sections of the country with each other and with the country itself; and, as one of the speakers before the convention had said, "the association soon brought political and sectional toleration, which at once grew into mutual respect and genuine affection," making us more than ever before in the history of the country, one great homogeneous people.

Mr. Bunnell argued that what the National Editorial Association had done for these United States, the Pan-American Exposition seeks to do for Pan-America—All-America—the entire Western Hemisphere, viz.: to bring all the peoples of the kindred republics south of us into closer relations with each other by personal acquaintance, by personal contact, by personal interest, which constitute the strongest bonds of union. Not so much for selfish ends, indeed, not at all from the narrow view point that we may thereby capture the custom of these sister republics, but because we believe we have common interests with them, and that we are moving forward to a common glorious destiny; that of right we are, and ought to be neighbors, in fact as well as in proximity.

"That 'tis not tie of blood has made men friends,
Being oftentimes of different tongues and nations,
But the endeavor for the self-same ends,
With the same hopes and joys and aspirations."

These sentiments were endorsed by the great representative National Editorial Association as the sentiments of the people of these United States, and it was unanimously resolved by the association to accept the invitation of the Pan-American Exposition company to hold its next convention in Buffalo, where its members hope to meet the representatives of the press and the peoples of all their Latin-American neighbors, and to greet them as friends and brothers.

The date of the meeting of the association in Buffalo will be arranged by the Executive Committee of the association, and will probably be determined by Frank B. Gar-

rett, of Syracuse, who is the representative of New York State on the Executive Committee and who is an ardent friend of the Exposition.

(In Spanish.)

LA EXPOSICION PAN-AMERICANA.

Extracto De Un Discurso Pronunciado Por El Señor Redactor Bunnell en Presencia De La Asociación Editorial Nacional.

En la reunión anual de la Asociación Editorial Nacional que tuvo lugar en Nueva Orleans, en marzo de 1900, incluyendo la Asociación más de 500 de los redactores más distinguidos de los Estados Unidos de la América del Norte, pronunció el Señor A. O. Bunnell, redactor del "Dansville Advertiser" (Anunciador de Dansville), y ex presidente de dicha asociación, un discurso relativo á la Exposición Pan-Americana. En el curso de sus observaciones, que recibieron buena acogida y excitaron mucho entusiasmo, hizo el orador mención de la importancia inmensa de la Exposición, no solamente para los Estados Unidos sino también para todos los países del Hemisferio Occidental, y especialmente para las Repúblicas latino-americanas. Dió mucha importancia al hecho de que aquellas Repúblicas importan anualmente mercancías, maquinaria, etc., por la suma de \$4,000,000,000; tres curatos de las cuales vienen de Europa—Alemania, la Gran Bretaña, y Francia contribuyendo la más grande proporción, no obstante que los Estados Unidos pueden suplir dichas mercancías, dicha maquinaria, etc., á precios más bajos, siendo estos artículos de calidad igualmente buena, y, en muchos casos, superior, y ofrecidos en condiciones más favorables. Además de eso, llamó la atención al hecho de que son los Estados Unidos uno de los más importantes compradores de diversos productos de varias de dichas Repúblicas, y declaró que no debería existir tal condición de relaciones comerciales entre países tan cercanos geográficamente, á causa de sus intereses recíprocos. Expresó su convicción de que, bajo la influencia de la política actual de los Estados Unidos, se cambiarán esencialmente las condiciones y que sería la Exposición Pan-Americana un factor poderoso para efectuar ese cambio.

Explicó lo que había efectuado la Asociación Editorial Nacional al reunir con miras de utilidad recíproca, los redactores de los Estados Unidos, y arguyó que la Exposición hiciese otro tanto con: "Pan-América," es decir; con ambas Américas, con todos los Estados Occidentales. Da ría la Exposición el resultado de reunir, las unas á las otras, todas las naciones de la América del Norte y de la América del Sur, en relaciones más estrechas, por medio de amistades íntimas, por el contacto personal, y por el interés mutuo, que constituyen los lazos más fuertes de la unión. No tanto por motivo de intereses particulares; y de ningún modo considerados del punto de vista limitado, con el objeto de hacernos dueños del comercio internacional de aquellas Repúblicas, sino porque estamos firmemente persuadidos de que tenemos un interés recíproco con ellas y que nos adelantamos con ellas hácia un espléndido destino común; puesto que de derecho somos y debemos ser vecinos como en efecto lo somos por la proximidad.

Se determinó la Asociación á efectuar la próxima sesión anual en la ciudad de Búfalo, durante el verano del año de la Exposición.

A MINISTER'S VIEW.

Some Refreshing Thoughts as to the Modern Newspaper.

INSPIRING thoughts should not be permitted to die, and the following eloquent words by Rev. W. A. Hamlett, addressed to the delegates of the National Editorial Association on the occasion of their stop in Grenada, Mississippi, can but be read with profit and interest by every true man who recognizes the power and possibilities of the American Press:

"There are times when the soul of man is sorely tried—when he feels his littleness in contrast to the greatness of the things surrounding him. Men have been known to walk without a tremor into the very mouth of a cannon, because they felt themselves the equal of the men behind the guns. I am a firm believer in the equality of man, but upon this occasion I tremble; not because your position is more noble than ours, but because of your power. I speak

with no double tongue, nor oil of flattery when I say, never in Grenada's history has she had such representation of power as she has to-day in the presence of these editors! It is said that the wizzard of electricity—Edison—one day stood beside the mighty sea. The heaving, restless waves presented such a world of power that he was overcome by awe and stood before them with bared head, in their honor. And what traveler has ever seen Niagara, where nature with finger of omnipotence has chiseled out a mighty cañon and has her power reflected by the prismatic beauty of a million falling water drops, what traveler, I say, has ever seen this sight without having felt his littleness? It is the contrast of the infinite with the finite and the latter appears to a disadvantage as the result. Even so does our city stand in awe—not before you men, but before your colossal strength. Grenada bows, silent and speechless. Yet we welcome you. Glad are we that you are here; our city is the honored one. We welcome you for your power political.

"The Power of the Press' has come to be a household phrase. There have arisen generals who made and unmade kings at pleasure, their strength being such that a mere wish on their part would cause crowns to brighten or fade and make thrones totter or be more firmly established. But what these generals did, they did by sword, or spear, or powder. That which an Alexander or a Caesar could only accomplish by blood, the editor of to-day can do with ink. 'The pen is mightier than the sword.' The combined force which all of you represent can by next national election, put into the Presidential chair a man at present not known beyond the boundaries of his State. Oh, men, your power is well-nigh unlimited! You can bring on a war, or have peace to settle on our country, if you choose. A cabinet member dare not cross your will else he must soon resign. Woe unto that man or corporation, against which your combined batteries are turned! If the blasts of rams' horns tear down a city's walls, what can the 'Power of the Press' not do?

"We also welcome you on account of the enlightenment of the press. The printing press is the greatest invention of the ages. It can do more good than a nation of men and throw more light than ten thousand statues of Liberty. How many are there who never as a student saw within college walls, yet who have been educated by the instruction gained from the columns of a newspaper or the pages of a book as their only tutors? And the editor is as essential to the press as the engineer is to the passenger train.

"Behold those 'Dark Ages' from the fall of Rome to the discovery of America. Hardly an intellectual star was there to shine in that long night. Then superstition was the natural religion, while ignorance was at a premium. The less one knew the wiser he was considered. During this period, there were no great inventions; for brainy men stood out in bold relief. Everything was stagnation, while the miasm which was generated poisoned the minds and hearts of people. Would you know the reason for all this? There were no printing presses! Being no way to publish books, there were consequently no authors. There was no demand for knowledge, hence knowledge was not. Nor did all this disappear until young Johann Gensfleisch accidentally discovered the use of individual type. Then came the books, the papers, the authors, education, enlightenment, national awakenings; and back behind all, as the power behind the throne, his brain planning and his hand guiding, came the editor.

"Given: A Nation or a State with many editors and it is not difficult to find a Nation or a State that is progressive and abreast with the times. Campbell spoke in an ambiguous way when he said:

"Coming events cast their shadows before."

"We assure you no shadow has been cast before the coming of this Editors' Association to Grenada. We have been glad ever since the moment we received the assurance of your coming. In behalf of our city, let me welcome you. This is a place where nine church spires point the way to a better world, and where two graded schools and a college teach our children to be noble men and women, fit to take up the duties of life. Grenada's struggles have been many. Fire has come and left us almost an ash heap; pestilence seized upon us at one time and left us more like a city of the dead than of the living; one day the winds conspired against us, and gathering their forces, they charged upon us, leaving wrecked buildings and confusion in their wake. Yet to-day Grenada lives, as is shown by her ability to entertain four hundred editors—and her hos-

pitality is large enough to entertain four hundred more had you only brought them with you. This is the kind of city which welcomes you. There is not a home here nor a room in any home in which you are not thrice welcome. From our heart we say this and we mean it. Try us and see. And now, glad that you are here, let me, in behalf of Grenada, wish you a pleasant stay, a profitable journey to your destination, a safe return to your homes and, above all, may He who rules the world, bless you and guide you and keep you!"

ORGANIZED LABOR IN KANSAS.

WHILE attending the meeting of the Kansas State Press Association at Fort Scott, Kansas, we had the pleasure of meeting with George W. Martin, of the Kansas City (Kansas) Gazette, and learned from him, how wage earners, enslaved not by their employers, but by adherence to the new, selfish, liberty destroying superstition of degraded unionism and its greedy, ignorant besotted priesthood, had suffered and brought suffering upon their families and loss to their employers in Wyandotte county, Kansas. Editor Martin talked with vigor, for that is the style of the man, and he had suffered. What he said and claimed is best told by his own words, in an address before the Kansas City Council, when this body had under consideration an ordinance limiting all public or city work to employers of so-called union labor. Among other things, Mr. Martin said:

The proposition to limit the right to engage in labor on public jobs to one class of citizens, and thus forbidding other classes from participating in the benefits conferred by the public to the industrial and commercial activity in the city, is infamous and abhorrent to all sense of justice, a prostitution of every idea of government by all and for all, utterly un-American in principle, a most monstrous instance of the practice of monopoly, trust and combine, only effective in working disaster to honest labor, and in cultivating demagoguery and cowardice in public men and officials.

It is time this business about union labor was stopped.

Where did the right come from to discriminate in this way between citizens? Can a Presbyterian, a Methodist or a Catholic, come here and say that he must have all the public favors and the others none? If one class is to be granted special favors that class should possess special claims. Has organized labor any special claim not possessed by unorganized labor? Has some particular class of citizens developed great enterprises, monuments of honor, usefulness and helpfulness, to themselves and the public at large, and are they here asking for a monopoly by ordinance of trade and labor? Is anybody seeking special favors at your hands who contribute either to the municipality or the citizens something of great value? Is the existence of the city, and its continued prosperity, due to the brains, the genius, the enterprise and the labors of any now asking of you that they be given a monopoly by legal enactment?

This raises the question of what style of citizen is asking for this special favor. It is a very pertinent question. The great clamor to-day is that in giving away public rights the public should have some consideration. In giving to labor unions the exclusive right to do all the public work what has the public received in return? It strikes me that this is a fair and legitimate question to discuss in this connection. I need only to remind you of history to make it so plain that the political demagogue and coward can read as he runs.

Now listen. Since the spring of 1887, organized labor in Wyandotte County has promoted lawlessness, anarchy, murder, ruin; hundreds of good positions have been lost to workmen, hundreds of thousands of dollars lost to those who labor; it has made women go almost naked and children cry for bread. All this because good, well-meaning men were induced to yield their individuality and manhood to the dictation of irresponsible tramps, called walking delegates, and agitators, who, after the fire was started and the devilment accomplished, left for other parts, their trail marked by ruin and distress, lost jobs and lost homes, and disaster and confusion in all business activities.

To offset these, what has organized labor to show? Has it established any great industry, giving employment and happiness to hundreds, or to even one? Has it been active in any public enterprise, any moral reform, any religious or educational effort? Has it assisted in the amelioration of poverty or distress among those who labor? Has it made an effort to reduce the number of joints and crap games that hover so close to the packing house doors? Did you ever hear of a labor union discussing methods of improving themselves at their various occupations, or of improving the business of their employers? On the contrary, isn't every question brought before them intended to harass business, how to work the least, what new expense or embarrassment they may place on their employer? Can you point to any monument raised by organized labor in Wyandotte County of honor to it or the community? No, they do not do that way. These brawling blackmailers last only a few years. There are none left from the Martin Iron's era, none from the Argentine-Santa Fe era, not one from the days when they threw stones from dark alleys at honest labor at Armour's only three years ago. They pass away like the weeds in the fall, while the wheat and the corn and unorganized labor keep the wheels of industry going, and the wolf from the door in the cheerful home on the hill-top and

in the valley. However, the windbag and the loafer, like the weeds, are perennial!

Now, is there anything in the record of organized labor in this city and county entitling it to special favor by legal enactment? Is this the style of citizen you propose to favor?

What was the first move of organized labor in Wyandotte County? It was the Martin Iron's strike on the Missouri Pacific in 1887. What loss or gain was there in that to labor or to the community? No gain whatever, but awful loss. It was an appalling time. Three hundred citizens were appointed deputy sheriffs; hundreds of citizens met every night and drilled with Winchester; business was stopped; the spikes were drawn from the rails, a train ditched and an engineer and fireman, who were performing honest labor to support their families, were killed. Trains were ditched every day, property destroyed, and everything threatened with torch and fire from the state line up the river to Quindaro, as in Pittsburgh only two weeks before. From 300 to 500 men lost their situations, and became wanderers. The same spirit is in these fellows to-day, and you are asked for your brand of approval. Will you approve?

The next move made by these guardians of labor was the Santa Fe strike at Argentine, in 1894. Some Dago at Pullman was troubled with a disordered liver, and organized labor greatly sympathizing with him, ordered men in Argentine with good positions, good salaries, and happy little homes for which they had partly paid, to throw up their jobs and raise their hands to destroy the source of their employment, out of sympathy for the Dago near Chicago. The agitator and the walking delegate intimidated men to quit their work. We all remember what disaster followed to that most liberal of corporations and to the poor men of families from that outrage of organized labor. Men were beaten and stoned, 290 citizens were sworn in as deputy sheriffs to protect the property, business men were so intimidated that no provisions or goods were sold the deputies, and the railroad company was compelled to establish barracks and board them, while the representatives of organized labor made speeches on the street corners urging that the torch of the incendiary be applied. There was no trouble between the company and the employees whatever. The tramp and the vagabond, without any cause whatever, ordered hell raised, and it was done. The traffic of the road was disturbed, much expense caused, business men ruined, and the farmers in the neighborhood opened a commissary which they filled with produce and from which they fed the families of the strikers. The railroad company had sold lots with houses to many of the workmen, and on which they were making monthly payments. Some 200 men lost their jobs, and were unable to continue payments for their homes. They became wanderers, walking around looking for jobs. The company, notwithstanding all payments ceased, continued the families in the houses, and the men were allowed to resume payments when they could. Some resumed payments within two years, others a little later, but living away from home, while there are actually families yet occupying houses free who have not yet resumed their payments. This illustrates the cleverness of the corporation against which the fiends of hell ordered a strike. Women went half naked, and children cried for bread. That move of organized labor not only outraged labor, but it gave a backset to Argentine from which it never recovered, and which makes the citizen and taxpayer of that city exceedingly bitter to this day. Has organized labor anything to its credit in that city to offset this infamy?

The smelter at Argentine has had two strikes in its history, gentle reminders of the usefulness of organized labor to the laboring man, and to the progress of local development. The first was in 1887 and the second in 1894. Nobody can now tell what they were about, but stone throwing was also a characteristic, and one employee who was faithful to his family and his employer was brutally beaten. The company was greatly annoyed, several lost their jobs, and armed men were placed over the property to protect it from the torch. Protect it against whom? The women and children, whose happiness and comfort depends so much upon undisturbed industry, the farmers of Wyandotte County, the business men, professional men, taxpayers of Argentine? No; but against a gang of irresponsible scoundrels calling themselves organized labor, acting by order of the bosses of organized labor. Was labor or the community benefited?

The Armour Packing Company about three years ago was greatly burdened with the insufferable insolence and arrogance of the jaw-smiths, agitators and loafers manipulating organized labor. What happened? The company very quietly and of a right concluded to do their own business in their own way. They were boycotted by the statesmen who gather Sunday afternoons, and honest labor on its way to the plant was treated every day to a volley of rocks, and several deputy sheriffs were finally called in to protect labor. What element has kept that great plant going all this time? Unorganized labor. What did organized labor do? It did its utmost to break up the establishment, to destroy its business, to wipe it out, to do away with the chance for maintenance of 6,000 or 8,000 of our people. Which element will you favor by special enactment, organized labor which attempted to destroy, or unorganized labor which kept the Armour Packing Company going? You see what infamy it is to say by law that those who would destroy shall be favored over those who not only would not destroy but who fought to maintain. Could disloyalty to the city, could political cowardice and demagoguery go further?

Numerous little disturbances occurred, incited by organized labor against small concerns with some loss but without destruction, until within the past year, when these very useful and highly ornamental citizens, training under the name of organized labor, concluded to do up the Swift Packing Company. It seems that the company, owning the plant, furnishing the labor and paying the bills, concluded that business warranted a few more men on a given job. But the men on the job objected, they didn't propose to divide with any other laboring men, a strike and a boycott resulted. Where did these laboring statesmen get the authority to say that Swift and Company could not make and sell meat in this city? Did this city council give it to them. Do the laws of Kansas confer any such power on anybody? Did the Mercantile Club, the Board of Trade, or any other aggregation of enterprising citizens authorize anybody to tell this great firm to pack up and leave? While organized labor is doing its utmost to destroy this establishment, and deprive thousands of their means of living, unorganized labor is continuing the business, assisting the company, thus contributing to the prosperity of the city, and maintaining thousands of happy and comfortable homes, while organized labor gathers around a keg of beer to discuss methods of destruction. The first application for aid to the new aid society last week was by a man who lost a twelve or fifteen-dollar a week job at Swift's by this boycott, and on Monday of this week the city fur-

nished this same fellow a load of coal. Who will this council favor? Those who are doing their utmost to drive a great manufacturing plant out of town, or those who are assisting it? Is this the issue you desire to raise in considering such an ordinance? Of the 48,000 people in this city 45,000 of them want to do business in a peaceable and orderly fashion, and I have consulted with enough people in the past week to know that such an issue can be made exceedingly hot.

Well, what is the next great public-spirited move of organized labor in behalf of the city's development, what sacrifice are they making to enhance labor, and thus merit a discrimination in their favor by ordinance? Mr. George Fowler, who owns and conducts another large industry in our city, in a misguided moment disagreed with the gentlemen who assume to represent labor about the management of his business. Mr. Fowler has shown by years of experience that he is able to conduct a large undertaking, while those who seek this ordinance at your hands haven't shown that they could handle a pea-nut stand. But the decree has gone forth and Mr. Fowler will have to get up and go. There is another bunch of 1,500 laboring men at Fowler's engaged in industry, making a living, and contributing to the city's development, while a handful of organized labor agitators are seeking to destroy. Seriously, is not this awful, isn't it damnable, isn't it idiotic? And is it possible for political cowardice and demagoguery to go so far as to propose that those who destroy and never build up, shall have exclusive rights by legal enactment?

Now we will consider the latest issue of all, the Kansas City Gazette. Our experience furnishes a remarkable illustration of the beauty of a firm furnishing the business and the means, and permitting an irresponsible gang, including the joint-loafer on the curbstone, and a committeeman from a rival shop, to manage the expense and outgo in saying who and how many shall work. We paid organized labor at one time \$600 per week; we paid it too long and fell down. For two years before we parted with organized labor small shops, whose proprietors did all the work and seldom if ever employed a journeyman, manipulated the union to the eternal annoyance of The Gazette. We were cowardly, and we thought we had to stand it. It has proven to be the story of the croaking frogs ever again. Men in our employ obeyed committeemen who did not work with us. Questions were raised and holdups were ordered without number by men outside of our shop. Men in our employ said the treatment we received was infamous, but they could not help it. Think of such a style of honor cultivated in workmen by organized labor. We were totally without aid or sympathy in our business from those who took our money. It is about eight years since a union printer saw a dollar of Wyandotte County's money for advertising. We thought organized labor ought to have influence enough in Wyandotte County to assist The Gazette in obtaining the county printing. But they never could do anything or did not try. We found them empty wind and sounding brass then as we have since we parted company. The only thing they have been able to do is to scare the pudding out of the boys about election time.

Well, they run our business until we were wound up so tight we could not turn a wheel. We had no trouble with them, except it was impossible for us to make the income meet the management of the chapel, and all know that the town was raked with a fine tooth comb for business to keep it going. We came to a dead stop. We proposed to try it without them. They said we should not. We said we had to work out our debts, and then organized labor men who had never had any dealings with us, who had no trouble with us, and who could not possibly understand the trouble others had with us, said we should not. They proclaimed a boycott, and issued a decree that people should not patronize us. The devils followed us as a hungry wolf follows a trail of blood. What crime had we committed that these self-constituted executioners of labor should follow with such fiendishness? Why should we be prevented from building up an enterprise in this city, and paying our debts if possible, and we were willing to try it? What offense was it to organized labor that we should work night and day to pay our debts, a good deal of which was due to men for labor? In order to save a little I at one time proposed putting my son at work to learn to operate a machine, but the union stepped in and said it couldn't be done, and the shop continued to dig up \$18 per week for one of the gang. The stokers in hell could not be meaner or more malicious without cause than the can-rushers and gutter-snipes who have pursued The Gazette for two years in the name of organized labor.

Now what has been the result of the change? From the very moment when we got control of the inside management, and had something to say about the outgo, we paid all labor and other bills promptly to the minute, and besides in two years we have paid \$8,000 of debts, \$2,200 of which was to labor. These guardians of labor wanted us to lay down, and thus beat laboring men out of what was due them, and leave our other creditors in the lurch. We preferred to work out our debts. We have made remarkable progress in doing so. We will continue as business and opportunity affords, and some day we will make such a paper as the town should have. Now in adopting such an ordinance as has been asked for will you discriminate in favor of the management which run The Gazette in the hole, or the management which has paid its bills and a large indebtedness besides? Unorganized labor continued the business and paid debts, organized labor did all it could to compel us to beat our creditors. Which style will you endorse? Can you conceive of any degree of honor, fairness, manhood, integrity, which would compel us to abandon our debts, and turn every stone possible to prevent us from paying, or was organized labor prompted by low-down, dishonest, ordinary scoundrelism? I think the latter, and all decent business men and honest laborers will anxiously wait to see whether you endorse such style of business and labor.

In addition to what we have accomplished with The Gazette, a new industry has been established in connection, giving employment to four persons, and shipping out from 25 to 30 express packages per day. Is organized labor establishing any industries, large or small, in the town? Who will you help, fellows who tear down or those who build up?

Will this council pass a law compelling the citizen to join an organization he does not want to, pay taxes to some labor boss, and obligate himself to obey such orders as have been issued to organized labor in Wyandotte County during the past twelve years, that he may enjoy the right he has without such ordinance, under the Constitution of the United States, of seeking a job on the street walk?

Such an ordinance would be a practical boycott of the old soldier!



Duplicates for sale.

THE CANINE RACE.

Engraved by
ILLINOIS ENGRAVING COMPANY,
Chicago.

How many old soldiers belong to labor unions? How many old men any way will have a chance with the selfish push of the latter day dodger of work, nursed on eight hour laws, and countless devices to beat work and employers?

If the council will appoint a committee to investigate and take testimony of individuals who have had experience with unions they will find more wrong and outrage than from any other source, more loss, disaster and oppression ten times over than was ever suffered from employers or capital.

There is nothing so infamously arbitrary as a labor union. No trust, combine, or monopoly on capitalistic lines can hold a candle to them. The boycott is the spirit of a fiend. The man who will slip up on another in the dark and stab him in the back is the soul of honor and chivalry and heroism compared with the boycotter, who seeks to deprive another of the chance to make a living, who sneaks around assailing the character and business of some one with whom he has had a slight difference. Is the man who would boycott the product of his own labor, from which his wife and children obtain their sustenance, to spite his employer at the dictation of some fellow who has never furnished him a mouthful, unless possibly beer, worth a single whoop in gehenna? Several courts have declared a boycott to be a conspiracy, and another court has said it is a felony. The man who talks the most about "oppression to American labor" is the first to encourage the un-American boycott. The principle of the boycott was born in China more than two centuries ago. Here is a nation tattered and torn, and cast down to the dregs of degradation. Will this enterprising city of great possibilities go partner in the boycott business, and by the passage of such an ordinance endorse every fool boycott that blackmailers, grafters and leg-pullers may order? The boycott does not exist in Germany, and that country has lately benefited largely at the expense of England, where the boycott does exist, in the transfer of a large amount of manufacturing. Within the past ninety days two hundred firms in England have combined to destroy trades unions. Business men, public men and politicians will some day obtain relief from the terrorism of unionism. How often does it happen, when having some job done, painting, plastering, carpentering, brick work, spading, or other, that some red-nosed, flannel-mouthed, dummy-for-a-joint (Kansas saloon), will appear and order work to cease because the man you have employed is non-union. Let us stamp this ignorant insolence into the earth now and forever in this city.

The boycott in this city has not been a success. It has, however, annoyed, harassed and caused loss. The Armour Company has outlived the foolishness, the Swift Company continues to prosper. The Gazette works more men than all the other printing offices in the city outside of employers, countless establishments go right along with their business, and George Fowler need not be alarmed. A remarkable instance is that of Haskell Bros. One of this firm, as a member of the council, voted to stop cows from running at large. A boycott was instituted, their windows smashed in with rocks. Since then seventeen hardware firms have quit in this city, but the Haskell firm is quite strong yet. The boycott has harmed nobody. There is nothing to be afraid of. Why should this council brace up such a rotten practice by granting exclusive rights to a gang that indulges in the boycott?

The Trades Assembly seems to be the upper house of this legislative structure of organized labor—it embodies them all—that is, it is the concentrated assinnity of the whole business. They have about as little comprehension of the rights, duties and interests of labor, and its relation to others, as a chimpanzee has of the atonement or the trinity. They desecrate God's holy day by plotting against their employers, by conspiring against some one who has done something in this world for himself or his fellow man. They order boycotts. They consider only questions to harass business. But they help nobody. If we were permitted a suggestion, we would have the Trades Assembly manipulate a Sunday school of a Sabbath afternoon; they ought to form a Father Mathew Society in order to brace up their weak brothers; others of them might run a missionary society, while all of them ought to put in their time at a kindergarten school. If they were to open their devotions Sunday with prayer instead of a corkscrew, it would be better for all. But the kindergarten and the mission school are almost always maintained by the employer, the man whose genius and ability enables him to conduct great enterprises furnishing employment for the many, to accumulate and use his accumulations for the instruction and comfort of the less fortunate, but such a man the Trades Assembly stripe of humanity seem to hate with holy ardor. Why not the Trades Assembly use its mighty intellect in helping some one, through a school or a mission, or if nothing more, a word of cheer to an employer. Anyhow, before asking special privileges it should show not a special, but some very ordinary claim. Has it ever helped anybody? Has it accomplished any sort of a reform? Has it established a business? No; simply pulled somebody down—that is all. Who are these statesmen anyway, that they should gather on the holy Sabbath and issue edicts as to who shall do business and who not? Will this council approve of such arrogance upon the part of the most incompetent in the community?

Every sensible man knows not only that such an ordinance would be unconstitutional, but in a dozen instances courts have so decided, knocking out the union label, enjoining boycotts, and annulling ordinances and statutes limiting public work to special classes. Cases have been decided in Boston and Chicago, limiting the power of city councils to order, by ordinances, that in city contracts preferences shall be given to contractors who employ union labor. In Boston the Common Council had given contractors to understand that in all city work preference must be given to union labor. In this case the contractors, employing non-union labor, were building a bath-house on Dover street, and the mayor, because of the employment of such labor, suspended the contract and refused to permit the contractors to proceed with the work. The contractors brought a bill in equity against the mayor and asked for an injunction restraining him from interference with the work. The judge before whom the case was brought granted the injunction restraining the mayor from interfering with the work. In speaking of the discrimination against non-union labor, in his opinion, the judge said that it "is not in accord with our ideas of equal rights, and is hostile to that portion of the

Constitution of the United States that declares government to be instituted for the common good and not for the profit, honor or private interest of any one man or class of men." Apparently the judge is of the opinion that non-union men, paying taxes for the support of the government and entitled to its full protection equally with all other citizens, ought not to be discriminated against by city councils in the privilege of earning their living and supporting their families.

The organized labor unions of Chicago demanded of the school board of that city that no contracts should be awarded for buildings except to employers of members of labor unions. The school board hesitated to comply with this demand and the unions threatened to stop work on buildings then in process of erection. This brought the board to time and the union rule was adopted. Eventually the question of the right of the board to discriminate in this manner against workmen not members of unions was brought before the courts and reached the Supreme Court of Illinois, which by a unanimous decision decides that the action of the board was illegal and contrary to the constitution. The court showed the dangerous tendency of discriminations of this character in favor of one class of free citizens as against another class, and the injustice thus done to the rights of large numbers of people. If school boards and other public employers of labor have the constitutional right to boycott working men who do not see fit to associate themselves with unions, then they have the right to boycott all persons who are not Presbyterians or Methodists. If one school board required of all contractors that they employ only union labor, another might refuse to receive bids from contractors who employed anybody but Republicans.

Last fall, in Los Angeles, a little coterie of labor leaders succeeded in railroad through the council a resolution requiring that all printing done for the city should bear the union label. This was, in effect, a boycott on more than two-thirds of the printing establishments in that city. The non-union printers took the matter up, and, after a long and bitter fight, in which the walking delegate was pretty thoroughly shown up, established the illegality and injustice of such a class of legislation, and succeeded in having the resolution rescinded. The agitators of Pittsburgh, Pennsylvania, succeeded in having an ordinance enacted providing that contractors doing work for the city of Pittsburgh must give preference to union workmen. This was taken to the courts, and declared null and void. Cleveland and Louisville are two other cities which were blessed with "label resolutions." Each had occasion to test the legality of these resolutions, and in each case the decision rendered was hardly such as to strike joy to the hearts of the agitators and boycotters who were responsible for them.

A judgment recently rendered in the New York Court of Appeals emphasizes what has always been patent to right thinking people; that no man, or set of men, has any right to prohibit another from earning his living outside of a labor organization, if he chooses so to do. At Cleveland Judge Sage, of the United States Court, a few weeks ago, granted an injunction restraining the employees of a company employing a large number of men from interfering with the business of the company or with the men engaged to take the places of the ex-employees.

Judge Bradley, in Washington, D. C., in restraining a boycott, says: "Such a conspiracy is a misdemeanor at common law, and indictable as such. By a course of decisions running through a space of more than 400 years from the reign of Edward III. to George III., without a single conflicting adjudication, these points are clearly settled, among others, 'that an indictment will lie at common law,' 'for a malicious conspiracy to impoverish or ruin a third person in his trade or profession.' To say that by persuasion, warning and threats of boycott to induce his customers to take away their work and abandon his custom, and to prevent others who might employ him from so doing, was unlawful, is to mildly characterize such impertinent, arbitrary and oppressive interference with the rights and liberty of another, and such mischievous and malicious attempts to injure him."

Judge Blodgett says: "It shocks my sense of justice to say that a court of equity cannot restrain systematic and methodical outrages like this of one man upon another's property right."

In Saint Joseph, Missouri, last December, a similar decision was rendered, and a lot of loafers were prevented from further annoying some industrious men who desired to work.

No one has denied the awful record of anarchy and lawlessness of organized labor in Wyandotte County, its worse than worthless record in promoting the public or individual good. An appalling chapter of oppression, injustice and loss to the individual might be written. A few months' investigation satisfies me that the arbitrary action of labor union bosses have in the past caused as much distress, suffering and loss as has intemperance and gambling. I have given this proposition careful thought, and I repeat boldly that the number of men in this county who have lost jobs, and who were compelled to move and hunt others, those who sacrificed good jobs and had to take something not so good, the loss in wages and savings, caused by the irresponsible labor boss, will exceed that suffered from intemperance and gambling. This is an awful proposition, but when we look back over the past twelve years history of Wyandotte County, with its murder, riot, terrorism and destruction, without a single good act or success to its credit, it is certainly near enough true to invite the most solemn consideration. It is certainly reasonable enough, for what else could be expected from the spirit which prevailed during the Missouri Pacific strike, the diabolism of the Santa Fe strike at Argentine, the shocking malice which for some trifling difference sought to destroy Armours, Swift, the Smelter, and the Kansas City Gazette. About everything we have the spirit of organized labor has at one time or other attempted to destroy, and if it had succeeded a hundred thousand wanderers would have scattered from Kaws mouth over the earth.

Doubtless most of you have forgotten the story of Mr. Chigwidden. In June, 1897, an Englishman named Chigwidden or Franklin, living on Dugarro avenue, about two blocks from this City Hall, suicided. He had trouble with a labor union, and fell behind with his dues. He lost his membership. His union followed him from job to job, causing him to lose each, and at the same time demanding that he reinstate himself by paying his dues. They wouldn't let him

have a chance to earn his dues. He was so harassed he became in debt, and to escape his devilish persecutors he killed himself. He left a note stating these facts, and his particular friends recently gave me the details of how they hounded him to death. What brotherly brutes they are, and how they love the workingman! A prominent citizen told me that a couple of years ago he had about three days' work to do in getting a piece of property ready for building. He employed a man to do the work. In a few hours another man appeared and ordered the man at work to stop because he did not belong to the union. An inquiry showed that the man who wanted to work had been a member of the union, that he had some trouble with them, that they fined him fifty dollars, that he had a wife and eight children in Armourdale to support, and could not pay the fifty dollars. He finished the job. But to save annoyance the completion of the building was given to union men. In a few hours after work had started along came a loafer from a Minnesota avenue joint (a Kansas saloon) and ordered a holdup. An investigation showed that the very man who had complained against the first man with a wife and eight children was himself behind seventeen dollars in dues to the union, and he actually had to quit the job. How cheerful they make it for a workingman in distress! A negro in this city once had \$125 per month for superintending a lot of negro coal miners down South. They took up the fool white man's burden and struck, the superintendent out of sympathy struck with them, and he has never seen the half of \$125 per month since. A gentleman in the express office tells me that when in the employ of a railroad company he received a telegraph order to throw up his job. He thought of his wife and children, and of the illimitable gail of the unknown boss who was furnishing nothing for their support, and he refused to quit. A companion who was enjoying a salary of \$125 per month from the same company obeyed the order. The man who would not quit was hounded as a scab for two years, while his friend ever since has limited his travels to Walker's line, making a precarious living peddling patent medicines. You may walk the streets for weeks, and if you make it your business to investigate two-thirds of the mechanics and laboring men you meet will tell of such experiences with labor unions.

Did it ever occur to you what style of honor these unions cultivate among workingmen? Mr. Jackson of this city took a contract to put in some tile flooring. He engaged his tiling and started with his job. Soon a gang appeared and said they represented a union of tile workers and that he could not do the job. He remarked that he was an American citizen, had contracted to do it, was able to do it, and would do it. As rapidly as he prepared his concrete the delightful citizens representing unionism tramped on it, and they annoyed him in this way until he gathered up his mallet and threatened to brain the next one, a ridiculous proposition, but it drove them away. When he was ready for his tiling he went to the dealer who had engaged to furnish it, who informed him that the union had been there and forbid the sale, that he could not have it, and that his only recourse was to sue for breach of contract. He had about seventeen dollars in the job, and he was cornered so that he had to give it up. The same union men finished the job, availing themselves of his material and labor. Will you approve of this style of manly and honorable competition, or don't you think such representatives of labor ought to be in the penitentiary coal hole at Lansing, instead of asking exclusive privileges?

About one month ago I was walking along Minnesota avenue and heard boisterous talk in a joint. It was about a labor boss and I went in. A man was engaged in papering the room. While on a scaffold placing a strip across the ceiling a great big loafer from Armourdale appeared and addressed the man at work: "You pay me \$2.50 or quit this job immediately." The man at work was wild with rage. The fellow who attempted to hold him up was a walking delegate from a painters' union in Armourdale. I asked the man at work if they did not have a painters' union on the North Side, and he replied that they organized one a couple of years ago, but that it was a failure, "and," he added, "we owe Nick Soder for the beer yet." Can anybody explain the mysterious connection between labor unions and beer? Do you propose to give power to such insolent blackmailers by law?

I know of a man who during a strike in which he was not engaged put up about \$200 of his own money to assist those who were striking. It was not long until he was in a lockout or strike himself, his surplus was gone for the good of the cause, and he was obliged to ask the union for aid. They affectionately and gallantly told him to let his wife take in washing! What a lovely and sweet-scented brand of citizenship to ask for a monopoly by law of public rights!

Who is Mr. Russell, the walking delegate of the Industrial Council over in Missouri, that he should stop men engaged in the divine right of toiling for a living in Kansas because a few other American citizens at work for the same purpose do not belong to some select organization? Does he furnish labor to the men who obey his order to quit? Does he furnish capital or brains in the construction of the new Cudahy packing house that he should order men off? Who pays for the lost time he causes the workingmen, and the annoyance and loss to the enterprising men who desire to do something for the community with their capital? Why do laboring men and mechanics pay taxes to support such loafers, when all they do in return is to throw them out of work and cause them loss of time? Why should they furnish the stock in trade, at the expense of their families, that these walking delegates may blackmail contractors, or enterprising men who are engaged in improvements? They toil not, neither do they spin, yet Solomon in all his glory was not arrayed like one of them. Where do civil rights under this government come in with the walking delegate annoying industry, improvement, and interfering with the right of every man to engage in labor or business? Did anybody ever hear of a walking delegate doing any good to a single wage earner, to a capitalist, or to the public? I am told that the Big Four Coal Companies lost \$75,000 the past summer and the miners lost \$500,000. Not on account of wages, or of pay, but that the walking delegate might not lose his job. Western grades of coal are selling at an average of \$1.25 per ton more than one year ago, with a short supply which annoys some industries and promises great suffering when severe weather comes. The miners have lost their time, and the poor in winter must pay more or suffer, thus these labor frauds punish those they assume to care for at both ends of the game. This makes the walking delegate a very expensive as well as useless feature of our industrial system.

The practice of these walking delegates going from job to job

inciting strikes was recently passed upon by the New York Supreme Court, which issued an injunction against the Enterprise Association and the Progress Association, both unincorporated societies of steamfitters, in which it forbids them and their walking delegates to interfere with Charles McQueed and the National Protective Association of Steamfitters or its members, or to prevent them from procuring and retaining work. Justice Truax, in the opinion, said: "The evidence shows that the defendants have entered into a combination which in effect prevents and will prevent the plaintiff McQueed and the other members of the plaintiff association from working at his and their trade in the City of New York. In fact, it was shown that the defendant Cummings (one of the walking delegates of the defendants) threatened to strike against the members of the plaintiff association and the plaintiff McQueed wherever he found them at work, and that he would not allow them to work at any job in the city except some small jobs where Enterprise men were not employed. Such a combination amounts to a conspiracy, and is unlawful. To prevent one from working at any job in this city, except some small jobs where Enterprise men were not employed, is to prevent him from earning his livelihood in his profession, craft or business, and such an act will be enjoined. The injunction heretofore granted is continued."

How about labor unions in politics and public affairs? Do they contribute anything to the purity, efficiency and elevation of campaigns and the public service? A consensus of Republican, Democratic, Populist, and go-as-you-please opinion, the oft-expressed statement of candidates of high and low degree, is that they are harlots, the leaders are always after boodle. The self-constituted manipulators sell out in every campaign, and they are a terror to candidates, because many of them will not stay bought. I have some compassion for the fifty-cent and dollar nigger, who has had a mighty poor chance to learn better, but the white man who has had all the wonderful opportunities of this country, who combines to manage not only his fellow laborer, but industries requiring the greatest intellects, guilty of the venal prostitution we know of in this country, I submit has no royal or divine rights as asked for in the ordinance granting to union labor exclusive privileges.

Viciousness, meanness and oppression of labor unions is not peculiar to Wyandotte County alone. Take their record the world over and an utter disregard for the rights of others characterizes all. The spirit of labor unions is unfair, founded alone in selfishness, and in its application it is destructive of industry, liberty and government. To throw stones at honest workingmen, to attempt the destruction of a man who does not belong to their set, to murder and riot, to cause loss and destruction without a single compensating service to their own class or the public, is the record they have made everywhere. The great destruction at Pittsburgh, which cost the taxpayers of Pennsylvania many millions of dollars, the disastrous riots at Chicago, when Grover Cleveland did the greatest act of his life, have their counterparts in the devilishness of labor unions at Wardner in Idaho, in the street car strike in Cleveland, and wherever and whenever it is possible for them to make trouble.

Such discrimination in the interest of a few, such subversion of private and popular rights can mean but one thing—the destruction of all order and government. What has been the history of the Idaho troubles, covering seven years of riot, murder, and destruction, which have ended in martial law? It began in rioting in 1892, in every sort of violence and crime on the part of union men, resulting in the total failure of various prosecutions for murder, arson and conspiracy, because of the terrorism of the unions. Every effort to command order failed, and the end was that the unions seized the county government in the County of Shoshone. The result has been that the law has been administered for the benefit of the miner's union and their sympathizers, and to the detriment of other classes of people. Operating in a most lawless manner through a secret cabal, the unions have used the power of government for the selfish purposes of the few and to the destruction of the rights of the many. Men have been murdered in broad daylight; their murderers have been known to hundreds of people, yet no one has dared to come forward with testimony against them, because their crimes were in the interest of the union. A great number of men were driven out of the country. Their expulsions have often taken place in the dead of night, men being required to take their departure on an hour's notice on penalty of death. Outrage followed outrage, but there was no way to reach the perpetrators for the reason that the officers of the county would not act. All this culminated a few months ago in a raid of 1,000 union miners on the Bunker Hill and Sullivan mill, who destroyed a quarter of a million of property and killed two men. In addition to martial law we have the singular spectacle of a Demo-Pop governor seizing the local organization of a county, calling on the Federal Government for aid, and issuing a decree that all miners to obtain employment must first secure a permit, and must renounce all connection with unions. How many millions did the Mollie Maguires cost Pennsylvania? And what is the difference between the spirit which says that a first-class citizen shall not sell meat in Armourdale, the spirit which prompted the Martin Iron's strike, the Santa Fe strike, the throwing of stones at Armours, and the spirit of union labor at Wardner and of the Mollie Maguires years ago in Pennsylvania? None whatever.

On the 28th of September Secretary of War Root wrote Governor Stuenenberg, elected as a Demo-Populist, protesting against the further employment of troops to guard prisoners at Wardner in Idaho, and asked that the State authorities release the troops. The reply of Governor Stuenenberg, under date of October 10, asserts that the withdrawal of the troops would surely result in a great loss of property and the loss of life in that vicinity.

"Covert threats," the governor adds, "are constantly being made by those who engaged in the riot of April 29, which resulted in the destruction of some \$250,000 worth of property and the assassination of two men, that, as soon as the troops are removed, they will gratify their revenge upon those citizens who have been induced to assist the state in the attempt to ferret out crime, and the history of that region convinces me that these are not idle threats or the boasting of irresponsible parties, but are the expressions of deliberate and well arranged purposes and plans.

"It should be understood that this is not a conflict between capital and labor, nor a question of wages, but it is a conflict between the State of Idaho and certain criminal organizations which seek to

cloak themselves under the cover of labor organizations. [But every labor organization has endorsed the miners in Idaho and condemned the use of troops.] These organizations were originally undoubtedly legal and proper, and were organized for a commendable purpose, but they have been taken possession of by men who utterly ignore all law, who are anarchists in belief and practice, and by such men transformed into criminal organizations. [They have been endorsed by labor organizations all over the country.]

"We do not for a moment concede that these organizations in Shoshone County, to which we are referring, have anything in common with the great labor organizations throughout the country, and they are not in any way to be considered in that light. We are not in conflict with organized labor, as such, in any manner whatever." [However, all labor organizations have taken up the fight of the Idaho criminals.]

The governor then gives a history of a series of crimes consisting of murder and arson, and the blowing up of mines, extending over a period of six years from 1892, no effort being made by the county authorities to discover and prosecute the guilty parties. He says:

"It may be proper, for purposes of general information, to add that the State of Idaho is responsible for all that has been done in Shoshone County, relative to the call for troops, the arrest, detention and care of prisoners, the regulations under which the mines can and have been operated from the time of the insurrection up to the present time, and the regulations of all matters concerning the employment of men in these mines, all of the above matters having been under the immediate supervision, control and direction of the officers and representatives of the State of Idaho, and not in any way of the Federal troops. I further state that the State of Idaho assumes and acknowledges all responsibility for the manner in which affairs are conducted in the Cour d'Alenes so long as martial law, as proclaimed, prevails."

Facts might be presented indefinitely to show that labor unions are wholly and wilfully lawless. In the Spring Valley district in Illinois, where two thousand miners were thrown out of work, the union bosses demanded permission to enter the mines to collect union dues from those in arrears. The manager refused, saying there was plenty of time at their homes and on the street to see them about such matters without interfering with work. They then demanded that he withhold alleged union dues from their pay, but the manager said that miners had obtained a law forbidding companies from holding back money from employees without an order. And because he would not violate a law of their making, for their selfish purpose, they called the men out, closed his business, cause loss to the men, and annoy industries by a shortage of fuel. At Indianapolis a man running a large painting business was compelled to go into the Federal Court to seek protection from a boycott, placed on his business because he would not withhold from his employees fines imposed by unions, which fines the men said were unjust. Can such un-American insolence prevail and not excite special wonder?

The proportion of people who are members of labor unions, as compared to the whole body of working people in this country, is one in fourteen, and of this number again but a very small proportion—probably less than ten per cent—belong to the loud-mouthed, rampant element which seeks to deny to a man the right to earn a living unless he first swears allegiance to the labor union and walking delegate presuming to control the particular calling which he elects to pursue. It is a disgraceful thing that in a land of liberty such a thing should be as that a mere handful of men should take it upon themselves to dictate what men may or may not work, how men who have thousands of dollars invested in a business in which the dictator has not one cent, shall conduct such business.

ADDENDA.

As a further illustration of the criminal, anarchistic and traitorous methods of unionism, the following circular, issued by the committee of the Kansas City (Mo.) Typothetae should be read:

March 23, 1900.

Prior to November, 1899, the Employing Printers of Kansas City, Missouri, ran their shops as they chose, "open," non-union, or union. This condition was sanctioned by the unions by allowing their members to work in these offices.

Early in November, 1899, the Feeders' Union, Pressmen's Union, and Typographical Union presented a contract to all book and job Employing Printers, demanding that said contract be signed or they would call out the employees in all the offices, and stated that they would no longer tolerate the "open" offices in Kansas City.

The Cylinder Pressmen's proposed contract contained the following:

"None but members affiliated with the International Printing Pressmen's Union, and assistant Union, shall be employed."

The Typographical Union's proposed contract contained the following:

"It is hereby agreed between ——— Company and the Kansas City Typographical Union, No. 80, that the appended book and job scale of the Kansas City Typographical Union, No. 80, shall be in force and effect in the composing-room of said company."

The first article in the "appended book and job scale" mentioned above reads as follows:

"None but members of the Kansas City Typographical Union, No. 80, in good standing, shall be employed to operate any type-setting or type-casting machines; this shall apply to foremen, assistant foremen, all printers, proof-readers, and composing machinists."

The Employing Printers of twenty of the largest shops, representing 90 per cent of the capital invested in this business, were called together and discussed the matter from the following standpoint:

Shall we stand for our rights and settle the questions that may soon confront every employer? Shall we submit to the dictation of the unions as to whom we shall employ? Does a man own his own business or not? Is he entitled to control and manage his business, or must he yield its control and management to some one else? Can he employ non-union men, or must he employ only union men, and yield obedience to the commands and requirements of the unions?

It was the unanimous vote of the Employing Printers that they would not sign the contract; that the Unions have no right to dictate to the employers whether they shall employ union or non-union men,

a matter in which the law guarantees freedom of choice to the employers.

The matter of wages was of minor importance. This is manifest from the fact that some time ago a committee from Typographical Union No. 80 offered to have its scale of wages reduced two dollars per week if the Employing Printers would unionize their shops. The nine-hour day has been adopted, as per the recommendation of the Syracuse Conference, and we are paying the same wages as we did for the ten-hour day.

The second week in November, 1899, all the union feeders, pressmen and compositors were called out in a strike because the Employing Printers refused to unionize their shops. Soon unlawful tactics were resorted to: non-union men were waylaid and beaten while going to and from their business; the shops were picketed and patrolled by one hundred strikers in a body; they threatened our employees with violence if they remained at work; intimidated other persons seeking, and willing, to enter our employ; we had to take our employees home in vehicles, and these were followed and attacked; in one case five men were going home in a wagon when they were assaulted by a crowd of about twenty-five negroes, one of whom was shot and killed; the testimony shows that these negroes were conducted by a white man who has been one of the leaders in this strike; a non-union man, one of the employees in the wagon assaulted by said negroes, was charged with murder at the coroner's inquest, was acquitted on the ground of self-defense, and later was indicted by the grand jury.

Following is a portion of the testimony of Mr. Grigsby, one of the striking printers:

"Q. I am talking about this night. A. Yes, sir.

"Q. And you were running after the wagon for the purpose of having a talk with the men inside of the wagon? A. Following them any place we could get to talk to them, and follow them home if necessary.

"Q. Was it your purpose to stop the horse if necessary, that night, by violence, and have a talk with the men? A. Yes, sir; if necessary.

"Q. To use violence in order to induce the men to talk to you? A. Why, yes; we have to do with that push down there.

"Q. And sometimes you have to beat them up and about kill them in order to get them to talk to you? A. Not necessarily that.

"Q. You do sometimes—is that it? A. Well, we did not beat them up; talk to them; men try to bulldoze us and would not listen, we try to bulldoze them.

"Q. If he would not listen, then you are at liberty to let him have it? A. Yes, sir.

"Q. That loosens him up—is that the idea? A. Yes, sir.

"Q. If he would not talk to you, you can make him talk? A. Yes, sir."

Thirty-three non-union employees have been assaulted and unmercifully beaten. This is a cruel and infamous injustice to those employees who see fit to follow their trades without becoming members of certain unions, and the unions should be held responsible for such brutality, for these assaults are the outgrowth of a general system of interference with non-union employees, countenanced and promoted by the labor unions. Between strikers and present employees the contest is of labor against labor—between the workman willing to work and the workman unwilling to work.

Our employees have appealed to us for protection. We have in turn appealed to the courts and the city authorities and police department for protection for our employees, and for a permanent restraining order from this lawlessness. Our courts are overcrowded, and we have been unable to get as speedy relief as desired from this source.

A boycott has been declared against the Employing Printers, and the strikers are now engaged in carrying out a combined system of threats, menaces, and unfair persuasion, to compel our customers to send their patronage elsewhere against their will.

In the name of the Attorney-General of the State of Missouri, proceedings have been instituted in the Circuit Court to dissolve the Kansas City Typothetae, on the ground that it is a trust, pool, or combination.

It is further asked that all corporations, members of the Typothetae, be deprived of their franchises, rights, and privileges. There is no foundation whatever for this suit, the same being instigated by the Unions.

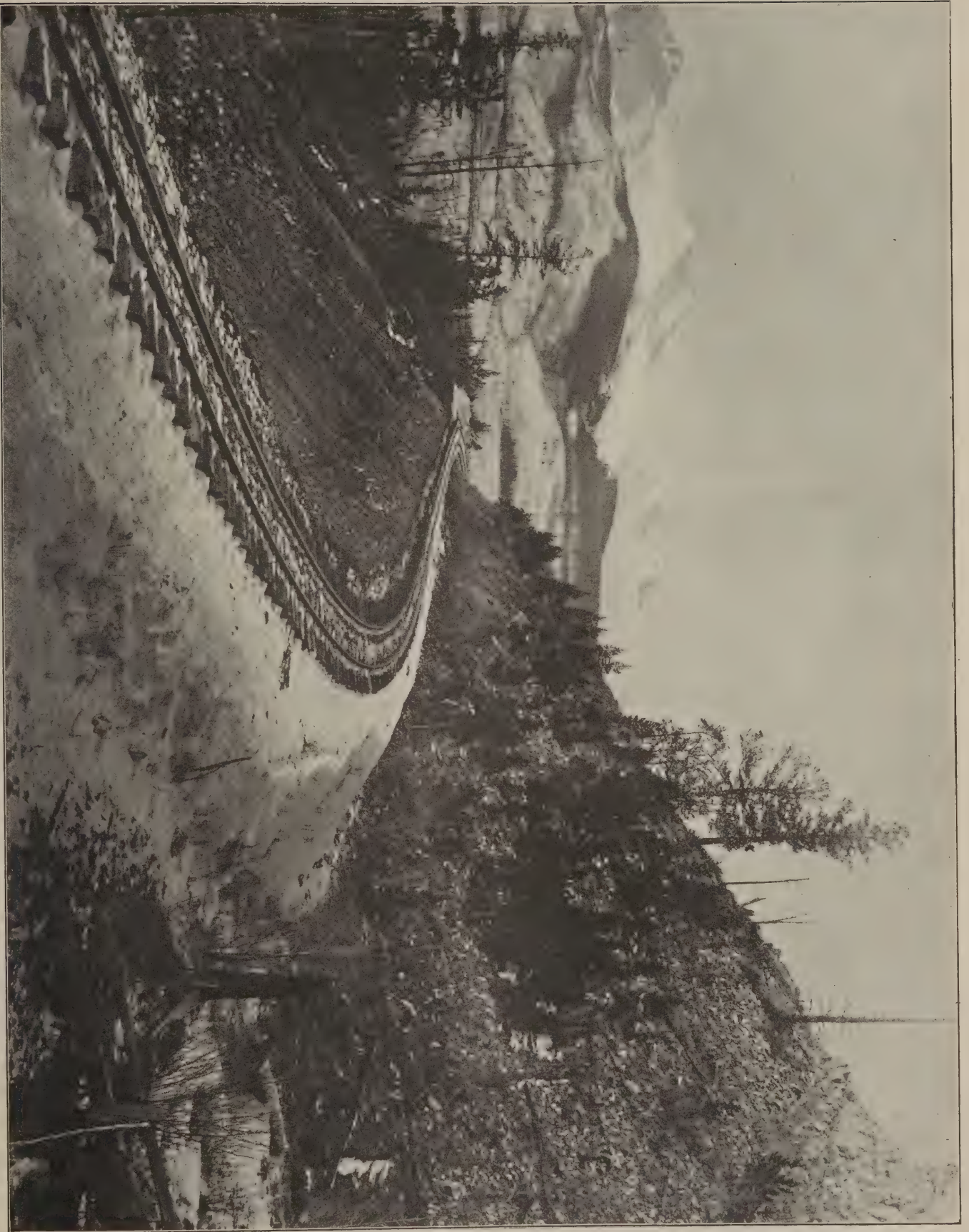
Our property has been destroyed, type and cuts have been ruined, presses have been broken; large plate-glass windows in different shops have been smashed, and many thousands of dollars' worth of property destroyed.

During the fourteenth week of the strike our local press printed the following: "Lawrence Smith, president of the Union, says that over \$20,000 has been used in meeting this expense; that the Union has plenty of money in bank and is prepared to spend \$20,000 more if necessary."

After the unions have declared that we shall employ none but union men; called out our employees on a strike; picketed our shops to intimidate and coerce the men who wanted to work, waylaid, assaulted, and beaten up our employees; boycotted our business; destroyed our property; spent thousands of dollars, and tried in every way, lawful or unlawful, to ruin our business—they now come to us after four months of this destruction, and propose that we arbitrate all differences between us. A meeting of the Employing Printers was called to discuss the arbitration, and the following resolution was adopted:

"Resolved, That the Employing Printers hereby endorse the action of the special committee appointed to conduct the strike inaugurated by the Typographical, Pressmen's, and Feeders' Unions, and hereby reaffirms its position, that employers are entitled to and have the right to conduct their business as they may elect, with justice to all; and further, that the conditions of a settlement of the troubles now at issue be: the acknowledgment of such right; a dismissal of the suit pending against certain of the concerns of Employing Printers; the withdrawal of all boycotts against offices and merchants patronizing offices affected by the strike; and the Union Label case carried to a speedy and final settlement as a friendly suit."

After this we received a proposition from the unions for a settlement. They demanded the recognition of the "shop chapel." This would mean union shops—just what we refused from the first, and something that has never existed in some of the large shops in this city. Our employees, who have made it possible for us to run our business through this strike and have no desire to join a union, "would be permitted to make application to the union of their craft."



Specimen halftone.

NIGGER HILL, NEAR BRECKENRIDGE, COLORADO.
Elevation, 13,000 feet.

Engraved by
THE WILLIAMSON-HARTNER ENGRAVING COMPANY,
1633-39 Arapahoe Street, Denver, Colorado.

In answering this proposition, we stated that before the matter of a conference would be considered with the unions the strike and boycott must be called off. We received another communication, asking for a conference; we replied that it would be useless to discuss their proposition, for the reason "that the underlying idea upon which it is all predicated is that of unionizing the shops."

For the last twenty-five years or more the printing shops of this city have been run "open," union and non-union, and the employees of these shops have been making their homes here, a large per cent of them non-union men. In November, 1899, the unions combined to unionize this industry. We entered upon this strike believing we

had the right to run "open," union, or non-union shops, a freedom of contract guaranteed unto us by the Constitution and laws of the United States. We believe it is wrong and un-American to coerce men into becoming members of any organization, or compelling employing printers to unionize their shops against their will.

J. D. HAVENS,
F. D. CRABBS,
S. SPENCER,
B. F. BURD,
A. S. KIMBERLY,

Special Executive Committee.



Half a Century's Advance in Illustrations.

A STORY OF TYPE AND PICTURES.

PART FOUR.

Article and illustrations (shown on opposite page) contributed by LON SANDERS, St. Louis, Mo.

COARSE HALFTONES FOR NEWSPAPER PRINTING.

IN TAKING up part four of your series of articles upon "Half a Century Advance in Illustrating," I feel that no part of the engraving business has brought about a greater revolution in any branch of the printing business than has the use of coarse halftones in newspapers.

While the large daily papers in the leading cities have made the greatest strides in using these cuts, their use has in no way been confined to these papers, as such engravings are used more or less by almost every newspaper published in the country. When these engravings were introduced several years since, it was found difficult to successfully use them upon cheap grades of newspaper, though all of these objectionable features have since been removed through the efforts of the engraving firms in securing much deeper work, and with scarcely any additional care they can now be printed by any publisher.

The halftones in general use for this purpose are usually made with screens ranging from 80 lines to 100 lines to the inch, while some few publishers use a screen as coarse as 65 lines to the inch. The objection to a very coarse engraving is on account of being unable to retain the detail that can be secured in the finer screen engravings, and for this reason the engravings containing 80 to 100 lines to the inch have become of general use. You will find with this article engravings made by a screen containing 85 lines to the inch, and also containing 100 lines to the inch, which will give you a fair idea of the difference between the two.

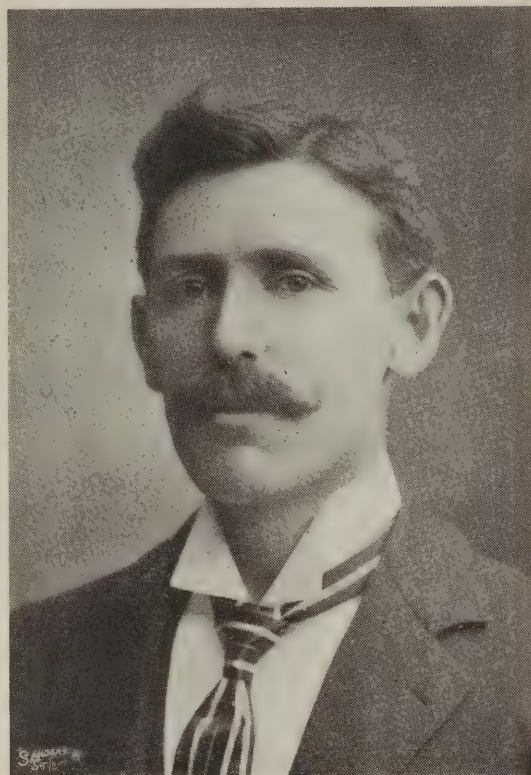
In looking back only 10 or 15 years, you will find that outside of the magazines and a few of the Sunday issues of large dailies there were comparatively no illustrations used in the newspapers, and when you compare such papers with the ones published to-day you can fully realize what a wonderful change illustrating has wrought among news

publishers. With the advent of the photo-engraving method it became possible for the masses to view with photographic accuracy the scenes of important events, the leading art pictures, views of every Nation, and to become familiar with the portraits of our politicians, our prominent men and notorieties through the cheap method of producing engravings in newspapers. In this way the illustrative art has become a valuable educator. It would be difficult to measure the debt which we owe to these cheap prints, which have so often cleared away the misty mental impressions and shown us the truth, vivid and distinct.

It is no common thing in these times, as many an author can testify, for the editor to write to his contributors, asking them to "write up" to a set of pictures. The reading public would be surprised to learn how much the descriptive matter of the day is written to accompany a very attractive set of pictures, which the editor has acquired, and it is coming to be generally understood that there is little hope for a story that is not attractively illustrated. A writer who took a rather advanced opinion of the situation, recently claimed that if the craze for illustrations keeps on at the pace it is now following, the day will soon arrive when the people will refuse to read essays, to consider political arguments, or to study political economy unless every line is accompanied with a picture. School children will require their arithmetics and grammars enlivened with funny and pathetic and dramatic cuts. All of our celebration will soon come to be along the optic nerves. I do not look upon these opinions with seriousness, though it must be admitted that the credit for all of these changes is due to the process of photo-engraving. The cost of coarse halftone engravings has been reduced so much that this expense is a very small item, and the use of such engravings in a newspaper not only adds greatly to the interest in such papers, but it gives the same prestige, and stamps the publisher as being progressive and enterprising.



Halftone 85 lines to the inch.

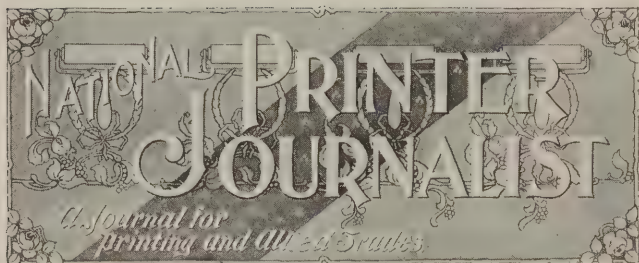


Halftone 100 lines to the inch.



Halftone 150 lines to the inch.

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CHICAGO, - - - - - MAY, 1900.

Absolute loyalty to truth, the sacrificing of advertisers, subscribers and everything else to principle was recently given, by E. L. Godkin, the famous editor of the New York Post, now retired, as the distinguishing feature of Horace Greeley's conduct of the New York Tribune. It was this that gave the paper power, made its influence so deservedly high and universal, until it came to be considered infallible and made its editor to be almost adored by hundreds of thousands of readers for near a whole generation. No paper can have a more valuable possession than a reputation for absolute sincerity, honesty and reliability.



We have had occasions to remark on the danger, or at least lack of wisdom, of the unguarded use of sarcasm and buffoonery or horseplay in the newspaper. It was a little surprising to see these used recently in the United States Senate, and then the man dealing out the hateful, silly exaggerations and buffoonery receiving the applause and congratulations of his fellow Senators, who make great claims to dignity, fairness and courtesy. It reminded one of the imaginary scene, portrayed by the author of "Ten Thousand a Year," of the half-witted Timothy Titmouse crowing like a rooster in the House of Lords in England in answer to an argument, and thereby winning applause and the votes of the noble peers. The exhibition in the Senate and the manner in which it was received are sad indications of degeneracy and of a disregard of the rights or feelings of fellow Senators. If humor consists in reckless, untruthful exaggerations, in the casting aside of all reserve, all regard for common courtesy or decency,

then anyone can be humorous, for humor is said to consist in the unexpected. In this sense, it would be humorous for a grave and revered bishop to stand on his head in his pulpit for the entertainment of refined worshipers or as an illustration of an argument against some other sect. Sarcasm and buffoonery cannot be answered, to be sure, but there is a reaction that tends to injure the one that uses either and the cause that he may seek to advance. Unanswerable sarcasm leaves a wound that never heals, and brings a return blow when least expected. Buffoonery or horseplay destroys respect even in the minds of those who laugh.



Indiscriminate condemnation by newspaper publishers of those whose business it may be to work up, to direct or to take care of advertising is unwise. There is no doubt but that honest, energetic, progressive advertising agents have been of great value to publishers as well as to advertisers. A publisher who certainly ought to know, to ask and thereby receive what his advertising space is worth, has only himself to blame and shows bad taste, at least, if nothing more, in attacks upon those with whom he deals and whose money he receives under a plain contract, into which he has voluntarily entered. No one can compel a publisher to sell his space for any other price than that which he agrees voluntarily to receive. However, no one is to be blamed for criticising and warning others against unfair, dishonest and unjust methods or misleading devices intended to ensnare the inexperienced, too credulous, confiding or unwary.



The New York Evening Journal has the name of sensationalism; yet it contains the news and its editorial columns stand for what the editor and publisher deems right. A recent issue contained some very wholesome suggestions to editors. The editor said:

"Give space in your editorial columns more often to things that are really GOOD. Never mind if they are old. The great public has little time for reading. It will thank you always for selecting something worth while, for picking out the best part of a good thing and publishing it.

"Give the people something worth while. Use your columns and your circulation to send broadcast the best that man has written—instead of forever ladling out office-made drivel.

"Just try this plan. There is profit in it for you, as well as public service."

This is good advice. Quotations, with brief note or comment, from the grandest and most stirring thoughts of the wisest, noblest, most patriotic and philanthropic writers and speakers, stir the blood, direct readers to the fountains of true wisdom and inspiration, give interest and dignity to the paper and by reflex influence ennoble, enliven and inspire the editor.



The recording in our last issue of the deaths of two delegates to the recent convention of the National Editorial Association saddened the heart of the editor, as the news must have been a real sorrow to every member of the association. Editors Hall, of Massachusetts, and Nagle, of Wisconsin, were noble men, and true types of the conscientious, industrious American editor. They had both been active in State, District and National Associations, with efforts to better the calling. Mr. Hall besides being President of the Massachusetts, was one of the organizers of the Suburban Press Association of New England. Kind words as to the lives and work of both gentlemen still

reach our desk. "Valuable men, able editors, the supporters of education, good government and every worthy cause," is the universal verdict. How much better this than to have to say merely that the deceased left so many millions of dollars, or had, through political manipulations, merely climbed to some place of public office.



All who seek, through the sowing of discord, through selfish, one-sided organizations or otherwise to divide the people into classes on the basis of labor so called are traitors to the principles and genius of American institutions. All men who manage or direct estates, or business, manufactures or trade, who employ their time in any useful calling or profession, who work with their skill and hands in agriculture or the arts or who usefully direct the labor of others, are laborers, with the right to control their own time and labor without any dictation, interference or annoyance from others, directly or indirectly. These ideas cannot be kept too prominent, cannot be too often enforced on the minds of all people in a land where all and each are supposed to be governed by the will of all for the good of all.



The San Francisco Call shows that the public utility of printing school text books by the State utilizes at an annual loss of over \$300,000, with an inferior grade of books. No statement is made as to how much, if anything, is actually saved in money to the purchasers of the books, yet if there is such a saving and it is made at the cost of quality and character of the books to be used by the children, it would, in the end, prove a costly economy. It may be that the Almighty is to blame for creating beings who do the best and most economical work when compelled by competition with their fellows and the desire for gain, still such is the nature of men, and until God changes human natures, where competition and individual enterprise both can have sway, the results will continue to justify the world-old system of individualism as against fraternalism, communism, socialism or any other sentimentalism.



The life of A. E. Burr, who died at Hartford, Conn., after having been connected with the printing and newspaper business for seventy-three years, accentuated the importance to this calling of honesty in and loyalty to convictions. These gave energy and vitality to his work. Speaking from deep conviction, he not only always had something to say, but said it in a way to compel attention. He was kind, truthful, honest, reliable in private and public affairs. He was one of the committee who built the splendid State capitol, within the appropriation first allowed.



Let every conscientious editor carefully read and consider the facts set forth in this issue under the caption, "Organized Labor in Kansas," and then ask himself as to his duty—as a citizen, a lover of free institutions, of personal liberty, of equal opportunity to each and all in the disposal of his labor and property—toward this terrible delusion, this criminal, selfish organization of intimidation, assault and assassination. Would it not be well while extending the blessings of free institutions, of liberty, enlightenment and advanced civilization to Cuba, Porto Rico, and the Philippines, to do a little toward wresting our own people from barbarism, to do a little civilizing at home? To us, though making no claim to infallibility, any one, be he President of the United States, Governor of a State, or Mayor of a city, who bends his neck to,

countenances, encourages and aids, in this free country, an organization that sets up a government in defiance of law and undertakes to enforce its decrees by violence, intimidation and the annoyance of others, is a traitor and is worthy of impeachment, trial, conviction and execution as such. Those who assemble to watch, spit upon, annoy, interfere with, assault and assassinate their fellows, alike free citizens of this Republic, and to injure them in character, property or person are simply criminal rioters and their supporters and abettors are in the eye of the law, of all who know anything of personal rights, and in the eyes of God, alike criminal.



The words of Ex-President A. O. Bunnell, printed in this issue of the National Printer-Journalist, from the Buffalo News, in both English and Spanish, as to the influence of the National Editorial Association that has wrought a political and sectional toleration "which at once grew into mutual respect and genuine affection," as it is hoped "to bring all the peoples of the kindred republics south of us into closer relations with each other by personal acquaintance, by personal contact and by personal interest" through the Pan-American Exposition, will be read with pleasure and profit by the editors of the United States, as they were listened to with both by the delegates to the National Editorial Association. It has not been customary to print the speeches in favor of the different places seeking the conventions of the National Editorial Association, yet many of them are so good, as was the case at New Orleans, that the customary omission is a great loss.



An appeal to the "sacred rights" of labor as applied to one body of workers, whether with head or hand, over others, is an appeal to short-sighted prejudice, selfishness and ignorance. All such appeals tend to the subversion of liberty and of all else that stands for justice and right in human government. Those who live by or seek political promotion through such appeals are the enemies of society and of every member thereof, and most of all are they the real enemies of those whom they pretend to serve. The Times-Herald recently fittingly described these traitorous busy-bodies as "insidious, persistent, supremely selfish persons, who do not hesitate at any betrayal." Betrayals are their only means of subsistence.



The terrors of a vapid, vacant, purposeless life are more consuming to body, mind and soul than are the wasting fires of want and of the lowest drudgery or than can be the licking, curling, penetrating flames of the hottest imaginable hell. Such a life is a soul burning Hades; while a life of noble purpose, of high endeavor, of inspiring devotion to an ideal, to virtue, purity, humanity and righteousness, is Heaven itself. With such a life of noble purpose, resolve and effort, a man smiles at adversity, rejoices in the midst of suffering, and triumphs with the joy of the martyr, the deepest, purest joy and peace known to mortals, in the very presence of death.



The newspaper that purposely deceives and misleads its readers with the view to the accomplishment of deceitful or unworthy ends or to create a sensation, should be shunned and spurned as is a common liar or malicious, mischief-working deceiver. The members of the press and the readers of newspapers owe this much to the standing and character of a useful and noble calling and to their own self respect, if they have any self respect.

The Grand March of the National Editorial Association.

By HON. WILLIAM R. MOORE, M. C.

The flight of Time through ever-widening space—
More rapid than the eagle's swiftest pace,
Has passed the milestones of six thousand years—
Or sixty thousand—mid the whirling spheres:
Has witnessed wars for conquest and for peace,
For which good men have ever asked surcease;
In all the cycles, not an atom lost,
But only changed, with daily added cost.

The myriad millions of the buried past,
Whose names and memories were not born to last,
Have mingled with the dust from whence they sprang—
Their deeds forgotten, if in fact e'er sang.

The seasons in their turn have come and gone,
Beneficently bringing blessings on:
Our favored land has yielded rich increase
Of annual bounties, wool and cotton fleece;
Of precious metals, food and raiment, too—
All these have stood in front to tempt and woo.

Our tolling masses better paid and fed
Than those of other lands, alive or dead;
Their children daily taught in public schools,
With justice and equality of rules;
The way to honors open unto all—
The poor as well as rich, the great, the small.

The fount of knowledge flowing rich and free
As mighty Mississippi to the sea—
Where all may drink, and, drinking ne'er be dry—
Are ever open to the low and high—
These are the glorious truths which stand to-day
Confronting our wise editors on their way.

And as they come from South, North, East and West,
Bringing from each and all, their views the best,
We welcome them with hospitable cheer,
Within our gates this nineteen hundredth year.

They come presenting their composite thought
Of what should not be, as well as what ought;
Both they and we, in some things, likely, wrong,
Yet striving each for right, in act and song.
Each has been educated in the schools,
Perhaps, enforcing different sets of rules;
Yet looking all to patriotic ends,
To which our Yankee nation ever bends.

Why are we met together here to-day
To ponder over what each has to say?
Why have you come a thousand miles or so?
Because each for himself desires to know
Exact conditions all the country through,
And of each phase to write precisely true.

Your calling makes it plain to all, and clear
That new investigations every year
Through editorial search, should e'er be made
If you would hold profession up to grade;
You can't afford to take it second hand
The facts that lie direct at your command.

The century now ushering in its mighty tread
Along the way by Art and Science led,
Is pregnant with developments untold,
Of unimagined grandeur, gain and gold.
Our governmental policies to-day,
Political and industrial, we may say,
Which rule our land and give it voice abroad,
Mark Progress upon every mile of road;
And teach the nations, in a language plain,
"Behold! all things are new," and old things slain.

The world is growing better every day,
No matter what the pessimists may say.
Even "steam," a few short years ago endowed
With praises and with paeans long and loud,
Is relegated to a seat in rear,
Behind the cushioned place of "compressed air;"
And "electricity," while almost new,
Is e'en now fighting for its "front seat," too.

These things we merely mention as we pass,
To show their evanescence, as the grass;
And though we wonder how it all can be—
Our minds so finite that we cannot see—

We yield obedience blindly to what is,
And, Yankee like, say, "Guess" it is our "biz."

Comparing with one hundred years ago
Our later years, the old seem tame and slow;
And yet the seeds then planted in our land
Have sprouted, grown, continued to "expand,"
Until to-day we spread from sea to sea,
Our nation indivisible and free.

Our armies, led by Shafter, Lawton, Lee,
By Otis, Wheeler, et id omne ge;
Together with our ships by Dewey, Schley,
Have hung our banners up athwart the sky
In far-off islands, there to wave for aye,
For right, for justice, liberty, we pray.
Inertia is a foe to nature's laws,
We can not stop—'twere death if we should pause.
We must move on, it is not that we may,
And when we plant our flag, we plant to stay.

The wars we wage were not of our own choice,
And even now a universal voice
Would swell the air for peace from our whole land,
If but our foes could only understand
We fight for equal rights and liberty—
That governments shall make their subjects free.

The twenty thousand editors to-day
Have, each, his own important part to play;
He helps to make the "public sentiment,"
Which through the throbbing wires is hourly sent;
And, knowing his responsibilities,
Should set his standards high above the trees;
He should make daily, vigorous war on wrong,
For, at the most, he can't fight very long.

This being true, his conscience and his skill
Should strive with best, his columns e'er to fill.
His unsophisticated neighbors at Frogtown,
Who scan the paper head, then throw it down,
Are satisfied with Squire Jones' view,
Because "they say" he knows a thing or two;
'Tis said he owns a ten-cent dictionary,
Can spell from "b-a-ba" to "luminary,"
Jones tells them that your views are sound and just,
And whatsoever Jones says "goes"—it must.

Your duty is to lead, to civilize,
To lift the masses, and to turn their eyes
To loftier heights, not to grovel in the ground
Of ignorance and prejudice—fast bound
In rusty, clanking, galling, festering chains,
That leave their inextinguishable stains.
Your heaven-sent mission is to spread the truth
In beauteous phrase; to educate the youth
In purity and patriotism high;
Fit them to nobly live, and grandly die—
These lofty motives urging you along,
Will make your daily lives one glad, sweet song.

And now, good friends, my task being nearly done,
I'll broach a subject sweetest 'neath the sun—
A subject that has baffled wisest men,
Beyond the painter's brush, or poet's pen;
You ask what is it? 'Tis "the ladies dear"—
Dispensing sunshine, music and good cheer,
As blushing maids—superlatively sweet,
As loving wives—yet holding higher seat;
Without them, man were savage and a beast,
With them, he's lover, charlatan or priest.
When troubles come she's always at our back,
And for sweet sympathy we never lack.
When duty calls, you'll find her ever near;
If sorrow comes, she's first to wipe a tear;
She's first in every charity that starts,
First in our pockets, and first in our hearts.
If husband says "I've stayed too late at lodge,"
She, smiling, says, "My dear, that's an old dodge;
It seems to me that 'chestnut's' served before—
But, never mind, this time I'll look it o'er."
Then "Hubby" turns away, and (in his mind)
Says "Mine's the only woman of the kind;
Of all the women in the land, she's sweetest,
The best, most lovable—the discreetest.
Smith brags about his wife at every minute,
But 'side o' mine, Smith's wife was never 'in it.'"

CO-OPERATION IN MODERN TYPESETTING MACHINES.

How Two Wisconsin Publishers Unite in Securing Improved Machinery—Practical Experience Related.

HOW to keep up with the times where more capital is required than actual or prospective business will apparently justify is often a perplexing question. This seems to have been solved by a couple of publishers at Berlin, Wisconsin. These brother competitors evidently have a practical kind of fraternity instead of the merely theoretical. The story as told by Mr. Charles G. Starks, publisher and editor of the Berlin Daily Evening Journal, before the Wisconsin Press Association, has many valuable lessons and suggestions besides those with regard to the providing and operating a modern typesetting machine. But these are all too evident in the paper itself to need enumeration or comment here. Mr. Starks said in part:

I know that many country publishers are beginning to consider the introduction of machines and I predict that within five years there will be many of them in use in such towns as Berlin of 5,000 people and from that up to 10,000. They have already come in larger towns. What I shall say will be from the standpoint of publishers in the small cities, where in many cases it will be necessary to personally take charge of a machine instead of placing it in the hands of experienced men to whom the machine is an open book rather than a complicated white elephant as it was to the Berlin Journal greenhorns for some time after its arrival. I know of only one smaller town than Berlin in the west that has a Linotype—Morris, Ill.

Probably all of you who have stood by a Linotype and seen its wonderful workings in some large daily office have felt the desire to have one. I got the fever some years ago and I visited plants at every opportunity and asked if a greenhorn could manage them. The man in charge invariably looked wise, shook his head, shrugged his shoulders and smiled. But that did not cure me of the fever, although it relieved it for a while. I finally wrote the Mergenthaler Company for terms. They did not seem inclined to do business with small publishers and stated that they generally put machines out in batteries of three and more. They did offer me a machine for \$750 per year. I dropped the matter. Two years ago I received a letter bringing up the subject and offering me a machine at \$500 per year. I replied that even at that price I could not afford it. One year later, in February, 1899, I got another letter referring to the previous offer and hoping that I was nearer the point of investing. They enclosed a blank on which to make a statement of the amount of work my office had to do. I filled out the blank and in due time they replied and stated frankly that my business would not warrant me in putting in a machine, but they suggested that some other office in the town might combine with me and give work enough for one machine. Here was a new idea. My vile cotemporary lives just across an alley, not over 40 feet from me. We had already combined on a press and folder attached. I at once broached the Linotype subject to him. He was favorable and after about two months' correspondence in which we asked about all the questions we could possibly think of we decided to try a Linotype for a year with the privilege of six, and an option to buy at the end of the first year, our first \$500 applying on the purchase price of \$2,800 for a rebuilt, but up-to-date machine. The monster arrived June 24. One month after date of shipment was allowed for transit, setting it up and getting used to it. Our year begun July 19.

The bill of lading had arrived at the bank ahead of the machine and our \$500 rental had to be paid before we could unload the machine from the cars. It arrived Saturday and we deemed setting it up work of necessity and it really was as the Oshkosh Northwestern's expert could only get away to install the machine on a Sunday. We tackled the job early Sunday morning and the first thing was to cut the doorway out wider in order to get the machine in the office.

At 8:30 p. m., after a hard day's work, we had the machine at work and the editor of the Journal and Courant set up the first item, each setting a line alternately, forming a sort of composite job.

The expert stayed with us till Tuesday at 10 a. m., when he had to depart for Oshkosh to resume his work. He left

the Berlin greenhorns with a little more than one day's experience and instruction to take charge of the machine. The Courant got along from the first without any hand-set type. The Journal kept one girl till July 16, and after that got along with machine work exclusively. It is a fact that it is not all smooth sailing to install a machine and run it with inexperienced help and take a hand personally in the fun. It is my opinion that a publisher will do well to employ an experienced operator at least at first and make up for this expense by dispensing with some help in other departments. Of course it depends much on whom it is. Some printers are natural mechanics and like nothing better than mastering new machines. But a man with average mechanical ability and a taste for that sort of thing can take a machine and keep it running in fairly good shape, as we have proved in Berlin.

The expense attending the Berlin machine for the first year is as follows:

Rent	\$500
Freight and drayage.....	30
Power, water motor.....	30
Kerosene for heating metal.....	65
Smelting	30
Insurance, on \$1,000 policy.....	12
Repairs, new matrices, etc., estimated.....	10
Expert to install machine.....	25
Total	\$702

Seven hundred dollars, or about \$350 for each office. For hand composition each office was paying \$500 per year over and above the help retained after the machine was installed. So there is an apparent saving of \$150 for each office by the machine. As a matter of fact there have been other items of expense which, however, I do not deem proper to count, as they would not be experienced, perhaps, by another office in putting in a plant. For instance, owing to the location of the machine in the Journal office, where there was no power of any kind, a water motor has been put in. In most offices that would adopt a Linotype the power in use would suffice and there would be no expense except a little for shafting, pulleys, etc., to fit the machine. In my case an increase of wages to the old force had to be met. Possibly this might have happened under the old system of hand work. Be that as it may, I find that with two employes and the use of the machine half of the time my running expenses have been just about the same as they used to be with four employes and no machine. But I have been able to do more work and give my readers more reading matter than I did with hand composition. I have also been able to print four large special editions that have netted me, say, \$200, that I could not have handled without the machine. On the whole, then, the machine has paid both the Berlin offices. Besides a little profit financially, we consider our experience worth considerable. During the succeeding years we could improve on the profitableness of the machine. We would be thoroughly acquainted with the machine and could do more and better work—would have none of the initial expense to pay. I could, if I was willing to confine myself more steadily, dispense with one more hand. Owing to my doing no job work my foreman often has nothing to do in the forenoon after the matter has been killed and the forms made ready so far as they can be made ready early in the day. If there are no ads to set, time must be killed till our hour for taking the machine arrives. In the average country office where job work is done these idle moments in my office could be employed in the job department. Two of the three persons in my office often do all the work of printing my daily and my weekly. The two employes are this week during my absence running the entire institution in all its departments.

I have said nothing about the expense of buying metal as that is merchantable and if we were to abandon the machine we could sell the metal at probably a loss not exceeding 10 per cent, a small item on \$60 worth of metal which suffices our two offices. I will say here that where only one machine is used, it is not safe to dispose of your type. You may not have to use it more than once a year but if the machine is disabled that once, without type you get out no paper.

I will here give a few items about our use of the machine, thrown in hit and miss. We use about two gallons of oil a day to heat metal. We keep metal hot constantly. The slugs or lines cannot be melted over directly in the machine. In big daily offices the stereotype kettles come in

landy to smelt them into pigs, but with us it is done at a blacksmith shop and we pay 30 cents per cast and have to do it twice a week. We have had no break-downs and find the machine not easy to break. The slightest irregularity stops the machine, but does not break it. We have not failed to get out our papers with machine-set type since we abandoned the hand composition, although we have been slightly delayed at times and have used a little hand-set type. But not often. We use minion or 7-point and cast it on a 10-point body, thus getting ready-leaded matter. We thus have no leading and unleading to do. There is no distributing to do with machine type. When the matter is dead it is dropped into the metal box as a handful of broken type is thrown into the hell box. We often get our daily up, five columns of minion, after 1 p. m. If we are short of space we set it minion solid. It can be very easily and quickly changed. We have the outfit for three measures, 13 em, 18 em and 26 em. The Courant, which office does job work, has the past six months set up several jobs of wide measure and been able to accept jobs that could not otherwise have been handled. You never get out of sorts with the Linotype. Figures, caps, odd characters you never lack no matter how many columns or pages you want to get up. By investing in a little extra metal at 7 cents per pound you can set up type by the yard and hold it indefinitely. Matter may be set "out of your head" without copy as many an old printer sets it out of the case. This paper is set in that manner, although I had copious notes to refer to, but I did not follow copy at all. All the three persons in my office run the machine equally well. It is very easy to master fingering the keyboard. Old experienced printers or type-writer operators I think succeed best at learning.

We use kerosene to heat metal with. We do not consider this a perfect method, but we cannot get gas. The fault of the oil heater is uneven heating. Metal must be as near 565 degrees as possible. Too hot or too cold metal makes trouble invariably. The power must be steady. The main shaft should run about 65 per minute. Faster motion uncouples a part of the machine and slight damage and delay ensues. For extra sizes of type each font costs \$35. Any machine will set any size type from Agate to Small Pica. The length of line varies from six ems to thirty. Each change of measure calls for an outfit costing \$2.75. Each change of body costs about \$5.

Special matrices costing \$2.50 will enable one to cast fancy borders and cast them on the line with the type so in lifting there is no loose border to drop off. We cast all our dash rules, headings, date lines, etc. The machine is a veritable stereotype foundry. A dash rule or any line to be duplicated can be with one setting as the machine can be locked so as to cast 50 or 100 copies by simply keeping the machine going. In make up and handling the Linotype slugs are admirable. No hyphens or thin letters to drop off the ends. Pi is unknown. In proof corrections a whole line must be reset to correct one error. The remedy is easy—set clean proofs. Even resetting whole lines to correct the proof the work is more quickly done than hand correcting.

The machine does not always work well, but I am satisfied that it is about all in equipment and management.

With gas for fuel, with steady power, with one operator at a machine instead of four or five different ones, good results will follow. We have had all the disadvantages to contend with and yet have succeeded fairly well. We do not take all the credit, but give the machine full credit for working under disadvantageous management and circumstances.

I have been asked, will the Journal and Courant keep the machine after the first year? That is undecided as yet. If it goes out it will be because the partnership is not satisfactory and because neither office feels warranted in retaining it alone. It will be a sorry day when it does go out. I do not want you to think that my contemporary and myself have any trouble personally in our partnership as some of you contemporaries do who have nothing in common and yet do not speak as you pass by. It is entirely a different trouble. There are not enough hours for us both to do our work without one of us working evenings. This is unpleasant if kept up every evening.

I think the proper way is to buy the machine, as interest on \$2,800 or \$3,000 is not as bad as an annual rental of \$500, as any one can figure out. If partnership is made by two offices one operator should do the work for both and have full charge of the machine. Otherwise let one

office have the machine and do work for the other at so much per 1,000, or on any other basis of payment.

As rental is for a term of six years it costs \$3,000, and then you do not have anything to show for your money, whereas it costs no more to buy and own the machine long before the six years expire. I think almost any publisher who has use for a Linotype can in some way procure cash to buy with and save renting.

The item of taxes on the machine I have not mentioned. You pay the taxes whether you rent or own the machine—at least that was the sort of a bargain they made with us. Our item of taxes is and will remain an unknown quantity till the assessor comes around next May.

I have but one more feature to speak of and that is setting type without copy. It seems to me this is one of the most wonderful things about the Linotype in the country office. Imagine the editor or reporter who runs his own machine. He has a subject and more or less data either in memory or jotted down. He seats himself at the machine. The ideas literally flow out at his finger ends. There is a sort of inspiration in thus working out your thoughts and ideas into cold metal ready to put into the form and print from. An hour ago there was nothing but thought and a subject. Now a column of ideas and words literally snatched from one's brain, boxed and coined into cold type, is on the press giving impress to the white paper and in a few moments more hundreds of people will be reading these thoughts. Compare this to the slow process of penciling down your ideas and the still slower process of the faithful and intelligent compositor deciphering your scrawl and finally getting it into type. This feature you will only find in the country office, but it is wonderful. It reduces labor and consolidates the work of editing and type setting into one process. That it is practical I know by experience. Nearly all my Linotype work is done in that way.

The wireless transmission of words, liquid air and electrical devices are most often mentioned when noting the late wonders of the world, but I can assure my brethren that in our own honored calling there are wonders equally great. What would Franklin have thought and said to witness the workings of the Linotype? If he could have had a machine the night he pined that page that we have all read about he could not have pined it at all, and even if he could it would have been but a few moments work to straighten it out again. Gentlemen, we all honor Franklin and like to emulate his examples, but I predict that you country publishers are not very long going to be as foolish as Franklin was in getting along without type-setting machines.

About four hours was required to compose this paper on the machine. (The original paper was $4\frac{1}{8}$ newspaper columns in length.—Ed.) I mention it simply to show what can be done on the machine, and that not by an expert but an amateur. Of course I took extra time to correct and revise it, but that was done on the Linotype in shorter time and more satisfactory than it could be on a type writer or in written copy. And having composed it in this way I have not only a clean, legible copy to read from myself, but am able to present to each person here a copy for perusal and to show what can be done on a machine without copy, using it as you would use a type-writer.

Regarding machines that set regular type, the Simplex and Unitype, I know but little, but from what I know I believe them practical and of great advantage. They are going to make the great Linotype give them a share of the patronage of the country printer. We are to hear something about them from the gentlemen who follow me on this program.

NOTE BIOGRAPHICAL.

Mr. Charles G. Starks commenced the publication of the weekly edition of the Berlin Wisconsin Journal in 1870, when he was nineteen years of age. He was then the youngest editor in the state of Wisconsin and has shown the genuine newspaper instinct from the first. He is always alive to the news and to any and every event, occasion or special day in which the people are interested. His "Thanksgiving," "Christmas," "New Year's" and "Easter" issues during the past year were brilliant in colors and design as well as in seasonable reading matter and advertising. His whole heart and ambition are centered in his paper and he is one of the few publishers



C. G. STARKS,
Proprietor, Editor, Business Manager,
and All-round Worker.



Interior view showing the entire force as they appear at their daily labors.



H. H. BIGGERT,
Reporter, Telegraph Editor, Pressman,
Linotype Expert and Operator.

The Berlin (Wis.) Evening Journal.

A NEWSPAPER ESTABLISHMENT

CONDUCTED BY
THREE PERSONS

AND A MASCOT.



M. E. BASSETT,
Bookkeeper, Ad Compositor, Proof-
reader, and Foreman.



The Carriers who faithfully serve the Berlin public with their home paper.



The Mascot.

in a small city who does not run a job printing department. He has solved the question, "Can a Newspaper in a Small City be Run Profitably Without a Job Office?" and has given an affirmative verdict.

He has been the continuous sole proprietor of his paper from the first issue, thirty years ago, although he has not reached his fiftieth birthday.

He established the *Daily Journal* January 1st, 1881, and has had no job office since 1883. In addition to the usual matter—general and state news, editorial, local and miscellany—appearing in an evening local daily in a small city, he, each day, prints a full column of latest wire news, giving in brief all important happenings. The entire daily and weekly establishment, including business management, newsgathering, editing, localizing, composition, press work, etc., is run by three persons whose portraits are presented herewith. Mr. Sparks makes the claim of having the only establishment of like character, conducted by only three persons, in the United States. The paper is Independent Republican in politics. A daily paper twenty years old in a Western town of 4,500 inhabitants is something of a novelty in itself. Is there another?

THE TROUBLES OF PUBLISHERS.

By WILLIAM BORSODI, Boston, Mass.

The recent embarrassments of the two great publishing houses, the Harpers and the Appletons, have created much newspaper discussion. Two reasons given by various writers for the embarrassments of these famous houses are failure to recognize "the revolution in public taste," and a corresponding neglect to adopt the methods of advertising made popular by the theatrical press-agent. Both the Harpers and the Appletons, according to one writer, have neglected to foster in the public mind an "admiration and adoration" of the "personality" of the author they employed, "with detailed accounts of what, where and when he eats, drinks or sleeps; whether he uses a quill toothpick or a wooden one from the state of Maine," etc.

Weighty as such reasons may appear to the casual reader, it does not appear to me that any of the articles that I have seen are of any great value as epitomes of the causes of the failure of these long-established firms.

As one who has had a long experience in the publishing business as conducted in Germany, and who has observed publishers' methods in this country for ten years, it is possible that I may throw some light on the subject. I will try to show some of the causes that have militated against these houses and that will possibly be the downfall of others, even though they be not "built upon the sand."

If there has been any change in the public taste which may properly be termed "a revolution," the Harpers and the Appletons certainly did not fail to recognize it. They kept up to the times in all the improvements that the higher class of readers to whom they catered had a right to expect. The taste of such people has always been and still is to have "the best that is going," and whatever revolution there has been in their taste is simply due to the fact that the best of to-day is in many respects enormously better than the best of fifteen years ago. The Appletons and the Harpers have always kept their books and periodicals up to the highest standard. This was a wise policy, considering the class of patrons they have always made an effort to please. But in their very zeal to keep pace with modern improvement, they have neglected the hard matter-of-fact business methods that are necessary to make up-to-dateness profitable.

There is not the same care exercised in the selection of managerial talent in America as there is in Germany, and this fact is recognized by those who are looking for positions. If one would advertise for a manager for one of the greatest publishing houses in New York City that one would at once get fifty, or possibly five hundred answers, whereas a German publishing house might advertise fifty times and get but one reply. The general and particular ability positively required by the German firm are too well known for the ordinary man to waste postage upon an application. So it is possible that the one reply in Germany will be from the right man for the right place; whereas none of the fifty or more American responses is likely to be from as good a man for the position as the one confident German. It is a common idea in America, where too much importance is placed on the national

talent for adaptability, that a man who is successful in one business must of necessity be successful in another. In Germany it is only men who understand every detail of the publishing business (which has a greater field for detail work than almost any other)—it is only those who have made a success in that business who are wanted for responsible executive positions with publishing firms.

The publishing houses of America pay out too much money in proportion to the risks they must face and the services they obtain. They have too many high-salaried men to attend to the technical and literary parts of the work, but they are lamentably weak in that executive talent which knows how to sell. In this most important respect the publishing business is on the same level as any other business. The man who can sell is the man any business cannot afford to be without.

The trouble with the American publishing houses is largely due to the whole situation of the American book-market, and this situation might be changed by the publishers so as to be more in accordance with their business interests.

The book business in its present situation has disadvantages as compared to other trades. Nobody, outside of the poorest, thinks of buying second-hand clothes, but the second-hand book-stores are frequent resorts of the book-lover who could afford to pay a higher price for the book he needs. It should be the publisher's outlook that his books shall appear on the counters of the second-hand book-stores as little as possible—and when the books are really "second-hand" and not brand new. The man in the publishing house who knows how to sell can do much to remedy this matter.

The extent to which so-called "second-hand" books are bought by the best of people is amusingly illustrated in one of the successful books of a season or so back. An ingeniously precocious youth at school makes the startling discovery that all the books his uncle had purchased for him every Christmas "since he was a kid" were bought at a second-hand store, and so makes up a statement wherein the uncle is charged with the difference between the "nominal price" and the "price paid." This difference is of great moment to the publisher.

Care should be taken that the department store, in which the art of buying and selling is better understood than in most publishing houses, should not get a chance to dispose of so many books at "half-price and less." Nowadays many people who can afford to buy for cash upon its publication a work which they would like to possess, wait until the time which they realize will soon come, when they can get it at the department store at a ridiculously "little" price.

The news companies of the United States are middlemen between the publishers and the retailers who absorb much of the profits that should accrue to the publishers or be a source of greater benefit to the consumers. The news companies take no risks—these are the privileges of the publishers. In their place in Germany is the publishers' co-operative institution at Leipsic known as Boersen Verein fuer den Deutschen Buchhandel, which, instead of being an outside profit-eating corporation, has as its sole aim the benefit of the publishers. It facilitates the sale of books and magazines to a greater extent than the news companies, and attends to all matters which are to the mutual benefit of its members, without taking a good slice of the profit.

The system of selling books on the installment plan is one replete with risks, and sends many books to the second-hand stores. The agents in the different cities have an excellent chance to swindle the publishing firm, and frequently act upon it. The installment business has been one of the principal causes of the failure of the Appletons.

There is altogether too much cut-throat competition among American publishers, which a mutual understanding would do a vast deal to prevent. Honore de Balzac was secure from the booming of American publishers for many years, but in the last year no less than three American publishers got out editions of his works. The onslaught of a book-agent with an edition of Balzac is now a constantly recurring nuisance. Every smart book-buyer who wants Balzac's works—and book-buyers are smart—will now wait a little while, and get a \$40 edition from an "assignee sale" or second-hand bookstore for a ten-dollar bill.

A few years ago the play of "Madame Sans-Gene"

started the Bonapartie craze among American publishers. Several magazine publishers appeared to wake at once to the fact that Napoleon was an interesting character of history. He soon ceased to be interesting, however, but publishers kept up the Napoleonic rivalry until the public was nauseated, and the publishers had to follow their leader, like a flock of sheep, with some new hero that had been recalled from the dead.

In Germany, for a year or more before a book on any such subject is announced, the publishing trade are made aware of it, and strive to keep out of the field in which one of their members has staked his claim. Here, as soon as the publisher of one magazine engages a politician to write upon the life of Oliver Cromwell, another magazine publisher engages another politician to write upon the life of that same individual who has been "dead dis tree hunder year." The result is that the public soon has a satiety of Cromwell and both publishers suffer.

Among the many reasons adduced for the troubles of high-class magazine publishers is the arrival of the cheap magazine. Before the climax of the Harper troubles, Harper's Magazine was reduced from 35 cents to 25 cents; and the Appletons, in a frantic effort to retrieve their fortunes, very recently reduced the price of their Popular Science Monthly from 50 cents to 25 cents. But with the retention of the high prices, the highest-class magazines should not be ousted by any cheap magazines that have as yet appeared. It should still be profitable to sell a high-class general magazine for 35 cents, and the Popular Science Monthly has no American competitor in its peculiar field as a high-class magazine of general popular science. The 10-cent magazines undoubtedly hurt the higher priced ones to a certain extent, but so would any good new magazine. The comparatively high prices have been but a small factor in their downfall.

Suppose a circulation of 100,000 copies of a 35-cent magazine were increased to one of 125,000 because of a reduction in price to 25 cents—the 125,000 copies would then bring \$3,750 less per month than the 100,000 copies at the old price. And this does not take into account the cost of production of the extra 25,000.

If there are more magazines than formerly, there are also more readers. I agree with Robert Barr in what he said recently: "This is certain to be a great year for literature. The natural idea seems to be to read and this desire extends to all classes. The reading public everywhere seems to be bigger now than ever."

No, there is still room for such publications as Harper's Magazine, but there is still more room for a change in the methods of business which prevail with American publishers. It may be the turn of the publishers of some ten-cent magazine to have their troubles brought before the public next.

The Harpers' position at Franklin Square, which they have held for so many years, was one feature which entailed a large amount of unnecessary expense. The place where they are situated is an immensely more valuable property than it was fifty years ago. The loss of interest, the insurance, etc., necessary upon being in a downtown district must have eaten up much of the profits of the concern. A publishing house requires plenty of light and space, and these are certainly not to be had in such crowded portions of a great city. There is no good reason why the Harpers could not be as advantageously located in Tremont as in lower New York City or why the Appletons should not be near their Brooklyn factory, and have on Fifth avenue only their retail department.

The profitable disposition of literary matter and "cuts" that have served their purpose is a field in which the German publishers are able to get back much of the money they have invested with literary men, artists and engravers. Such a use of old cuts may not appeal to American publishers at first thought, but this is one of the many ways in which Germans, by their knowledge of publishing conditions all over the world, are enabled to keep themselves, in spite of the many disadvantages of which American publishers know nothing, in a pleasing condition of solvency.

When a German publisher has expended a great amount of money on the colored plates of, for instance, the medical works that he publishes, he sells duplicates of the plates in Sweden and England and America and other places where they are not likely to conflict with the sale of his work. Hence he can increase his profits immensely,

while being enabled to sell his own book at a great reduction in price. He thus, while increasing his sales, does a great good to the physicians of his country, who can afford to buy the book at the low price which he could not have otherwise allowed.

That the Harpers have not advertised is by no means the case. They have advertised a great deal and have got a vast amount of advertising from country publications with very little outlay. They have advertised more extensively in their own publications than almost any other publishing house and a great deal more outside their own columns than McClure's, Munsey's and the other new firms. The Harpers have certainly made a great to-do about any new writer or artist which they have taken up, notwithstanding recent assertions.

There was a time when all the advertising to be found in the Harper publications consisted of announcements of their own wares. But of late years the Harpers have had, in common with other publishers of periodicals, the benefits resulting from the now widespread recognition of the value of the new science of advertising. It is the advertising now done that has made possible the competition of low-priced magazines and periodicals.

So latter-day advertising has both helped and injured the old magazines. If it has helped them more than harmed them, as is probably the case, they should be all the more anxious to provide for a day soon coming when there will be less magazine advertising than there is at present. "There is no firm big enough to take all the advertising offered them," says Printer's Ink, a recognized authority on business publicity, and advertisers must needs discriminate.

Advertising in daily newspapers, on boardings, and by means of booklets and other specially prepared printed matter, is becoming more and more popular, and many advertisers who used the magazines almost exclusively are spending three-quarters of their advertising appropriation in other channels. If the selling of advertising space profits the magazines, they should prepare schemes of retrenchment for the day when their space will probably once more go a-begging.

The universality of the circulation of the American magazines and periodicals is not by any means as great as it should be, and the managements of these publications should consist of men who are able to take greater advantages of the possibilities of world-circulation. Papers published in Germany, Austria-Hungary, and other European countries are widely read by the Germans, etc., here, who can read English as well, but how few readers American papers have in the thousands of the out-of-the-way places where English is the only language spoken by Englishmen and Americans! A few years ago Harper's Weekly could be found in but two of the Vienna coffee-houses. It was a better paper then than it is to-day, and had not anything like the competition it now meets with. But at that time, as at present, the Illustrated London News and the London Graphic were everywhere in Vienna. There are a hundred thousand public places where these two papers are to be found, in which one never sees an American paper. And yet the frequenters of these places are interested in everything that pertains to this more interesting land.

In 1889 a friend of mine inserted a small advertisement in the Illustrated London News, and the replies came from all parts of the world. There were answers from many out-of-the-way places which necessitated the consultation of atlases and gazetteers before the orders could be properly filled. A similar advertisement in Harper's Weekly brought no replies outside of the United States and Canada, and scarcely as many from these countries as were obtained by use of the London periodicals. There is a circulation all over the world which properly managed journals of such high class as Harper's Weekly should be able to obtain; but means to secure such a circulation seem to have been ignored.

Sir George Newnes has tried to increase the circulation of his many papers in America, with wonderful success, although it was long believed that such papers as he issued would never be read by the American public. The American editions of London publications are now far more read in the United States than American papers are read in the British Isles, despite the fact that the latter country is more greatly interested in the United States than this country is in her. Munsey, with his new English

editions, is at last following the lines of the English periodicals, and will surely meet with the success which such a bold introduction to English readers deserves.

To go back to Germany again, the German magazines do not pay such large sums to many famous authors as American publications; and they pay far more attention to the work of literary men than to the dabblers in literature, who owe their fame to proficiency in other lines of human endeavor, but who nevertheless command in America fabulous prices for their writings. By means of a mutual understanding a German publisher can contract for one serial story by a famous author, and thus is enabled to give the coming men a chance. The frequent marvellous inability of the American publishing houses to recognize the earmarks of genius in a writer who has not made a name in some other part of the world, is due to the lack of care in the employment of readers who know a good thing when they see it. It seems almost incredible that Rudyard Kipling was unable to interest a single American publisher in the very stories which, offered elsewhere, at once placed him in the foremost rank of living writers. But there are many cases, almost as surprising, of the same lack of ordinary intelligence on the part of the literary critics employed by American publishing houses. Kipling claims to have been even discourteously treated by one leading New York publishing house when he offered those stories which so speedily awakened the admiration of the world.

There are possibly other American houses besides those whose troubles are now proclaimed to the world, that are on the anxious seat at present, and that have good cause for anxiety unless they effect a revolution in their business department. We now know that the Harpers have had to seek the advantage of J. Pierpont Morgan's millions, but how many know what other publishing houses are compelled to borrow immense sums of money to keep afloat on the turbulent tide?

In order to prevent future disasters similar to those of these two houses, now known to be unfortunate, publishers must use all necessary means to divide their risk with the thousands of local booksellers, who will gladly share it and help the publishers if their share in the profits is commensurate with their additional risks. The Appletons pay rent in Boston, Chicago, St. Louis, and good salaries to men who are not as well posted on the financial standing, etc., of customers as the local booksellers. Publishers must pay more attention to the employment of men in their home office of a wide and varied knowledge of the pitfalls of the business, and a faculty for avoiding them. They should act upon the principles that have made the fortunes of houses that have not had half their chances, as well as keep in touch with the ever-increasing demands of an ever-expanding circle of readers. Then the general public will hear less of the troubles of publishers, and will have more time to consider the troubles they have of their own.

HARMONY IN TYPE DISPLAY.

Edward P. Call, publisher of the New York Post, in speaking of the harmony of type in Profitable Advertising for March, says: "The question of style and arrangement of type seems to me so largely one of taste that it is almost impossible to lay down any definite rules to follow. There is almost as much in the way of harmony between types, which is capable of close study, as in music, and when this is once mastered, and the value of white space is appreciated, nothing more is needed for the appropriate and effective use of display types than good, every-day common sense and genuine good taste."

* * *

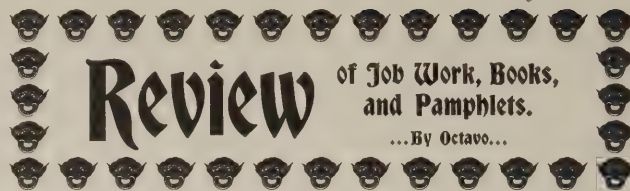
The essential elements of a good ad. are attractiveness and impressiveness. A sensational announcement may attract, but not impress, if it ever succeeds in attracting. The first attracts the rabble; the second reaches the sober few. A combination, with just enough of the sensational to be inoffensively startling, and sufficient dignity to command respect while it holds attention, is just what you want in your advertisement.—Ads.

* * *

Originality in advertising should not be carried to such a point that it becomes ridiculous.—The Advertiser.

* * *

Type is talk. It is your voice to represent your emphasis and gestures.—Kuh, Nathan & Fischer.



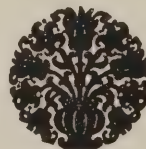
Specimens of all kinds of job printing, books, and pamphlets will be reviewed in this department. It is desirable that they be mailed flat when possible. If only favorable notice is desired it should be so stated in a letter accompanying the work, and should the specimens not be deemed worthy of praise no comment will be made. Address all communications to the office of this paper plainly marked on corner "OCTAVO, for Review."

A batch of booklets from the Booklet Publicity Co., 208 Summer Street, Boston, show how almost any trade can be reached by this mode of advertising. The samples sent to this office are intended to show how to advertise rather than as specimens of fine work, which, however, is quite attractive.

* * * *

The Tympalyn people are sending out a fine specimen of printing in the shape of a booklet of ten forms and nine colors, including cover, all printed on Tympalyn with a saving of fifty per cent of make-ready. The work was done by the Oxford Press, Boston. The title page is repro-

A FEW WORDS
about Tympalyn together
with some *Letters, &c.*



1900
The Tympalyn Company, Ltd.
BOSTON, MASS.,
U. S. A.

TITLE-PAGE DESIGN.

duced and shown herewith; the outer rule in the original being printed in red. Besides being a fine piece of printing the booklet tells of the use and advantages of Tympalyn.

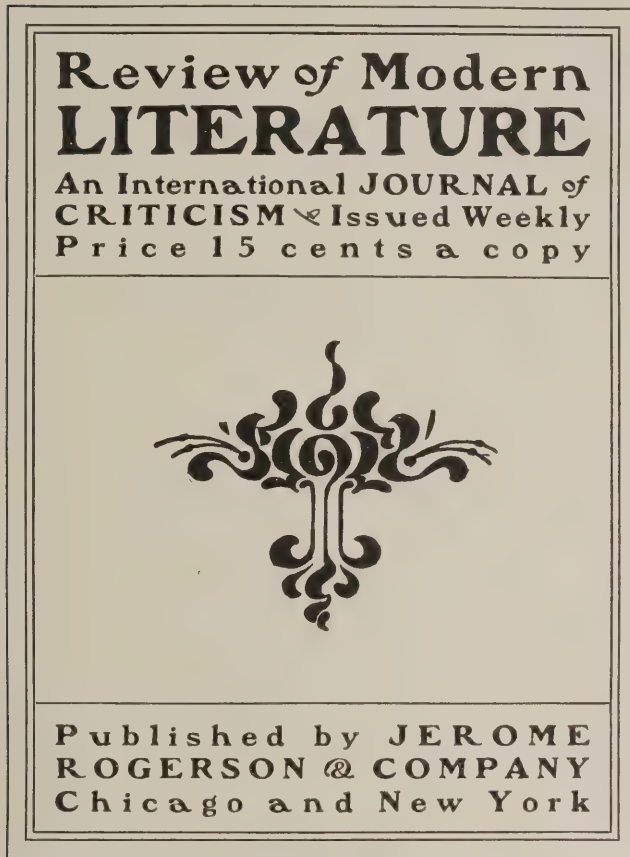
* * * *

There seems to be no end to the schemes for sending printed matter through the mails for a one-cent stamp. Will Leffingwell, 3853 Poplar Street, Philadelphia, sends an ingenious arrangement—advertising the Nine-Hour-a-Day Wage Calculator—which is very useful and compact.

It is folded twice, one corner passes through a slit in the paper, making it secure. The size when folded is about that of an ordinary business envelope.

* * * *

Barnhart Bros. & Spindler, Chicago, have issued a specimen book of the new Curtis Series. A sample from the book is shown herewith. It is a face designed to



TITLE-PAGE DESIGN.

meet the great demand for this new style of type which is relegating all others to the past, not excepting either Jenson or DeVenne. The effect produced with this and similar faces is most excellent, and it has the advantage of being easy to accomplish. The writer is sincerely glad to see the rule-twisting abortions in the art of printing gone for good.

* * * *

A handy guide to Cincinnati, published by Earhart & Richardson, gives a whole lot of condensed and accurate information about that city. The price is 15 cents.

* * * *

Walter Scott & Co., Plainfield, N. J., send a booklet advertising Scott presses. The illustrations are wood engravings. The display is all set in the MacFarland series, and it is printed in black ink on white paper, which is quite correct when advertising machinery.

* * * *

Chalk plates are used to great advantage for illustrating by many newspapers and for other purposes. The Bell Chalk Plate Company, Cleveland, Ohio, is sending out a booklet telling all about the process. It is neatly printed, and fulfills its mission without going into useless detail.

* * * *

Calendars still continue to arrive at this office, including one from the Humphrey Democrat, Platte County, Neb.; a neat and artistic one from C. Struppmann & Co., 78 Fifth avenue, New York; Barnes-Crosby Co., Chicago, send a neat one for the month of April; Wheatley & Co., Temple Court, New York—who execute fine photographs for calendars—show a good subject; and the

Franklin Company, Chicago, sends the poorest of the lot, with a particularly common calendar wire-stitched on a card much too large for the design shown.

* * * *

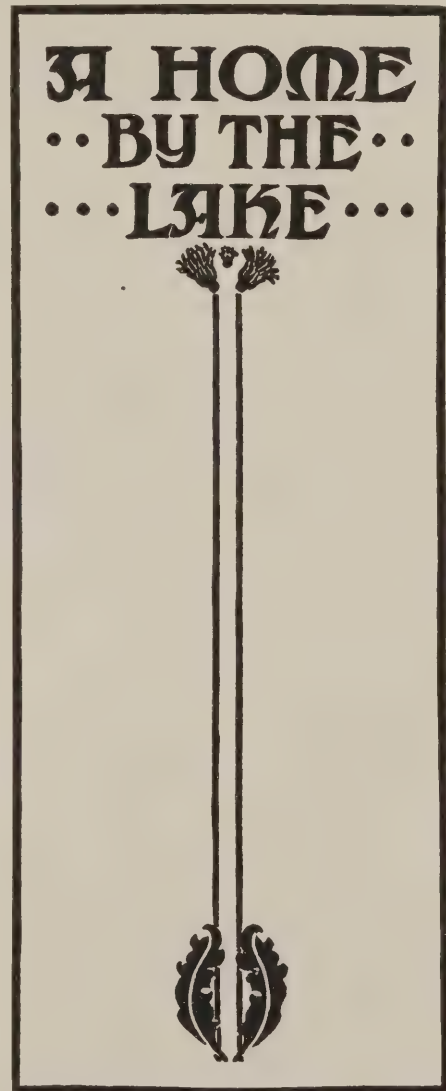
The Honey Jar for March, price 5 cents, is full of sweet things and shows some reproductions of book plates. It is on the Philistine order and is printed at Columbus, Ohio.

* * * *

The Easton Printing & Manufacturing Company, Dayton, Ohio, send a specimen of a waterproof advertising sign printed on cardboard. It is a good advertisement. The cardboard is especially adapted for exposure to the weather.

* * * *

Rogers & Wells, engravers and printers, Chicago, have executed a fine piece of work for J. L. Cochran, a real estate man, the title of which is "A Home by the Lake." The cover is shown here, but the reproduction fails to



COVER DESIGN.

show the beauty of the design, as the letters in the original were embossed. The halftones were printed in black, and the reading matter in green ink on fine cream laid paper. It is a good thing and it would be a difficult matter to find a flaw in it from the standpoint of the artist or printer.

* * * *

C. B. Cottrell & Sons Co., Park Row, New York, send a nice specimen of a plain four-page circular, showing a

fine vignetted halftone of the Cottrell press. This process of illustrating machinery is quite commonly used now, and appears to be gaining favor.

* * * *

Elegance of simplicity in typographical display is shown in a booklet arranged and printed by The University Press, Cambridge, Mass., on Kremlin cover paper, for sale by the J. W. Butler Paper Company, Chicago. It is a fine example of printing, suggesting the possibilities of this kind of paper when combined with artistic typography and good presswork.

* * * *

A booklet, illustrating and describing how the daily and weekly Journal, Berlin, Wis., is conducted by three persons, arrives at this office. The cover is printed in red and black and the halftone illustrations show views of the exterior and interior of the Journal office, machinery, and portraits of the wonderful three, and the mascot—a dog. It can hardly be said that they are "Three men in a boat" and a dog, for one of the three is a woman. Who can beat this?

* * * *

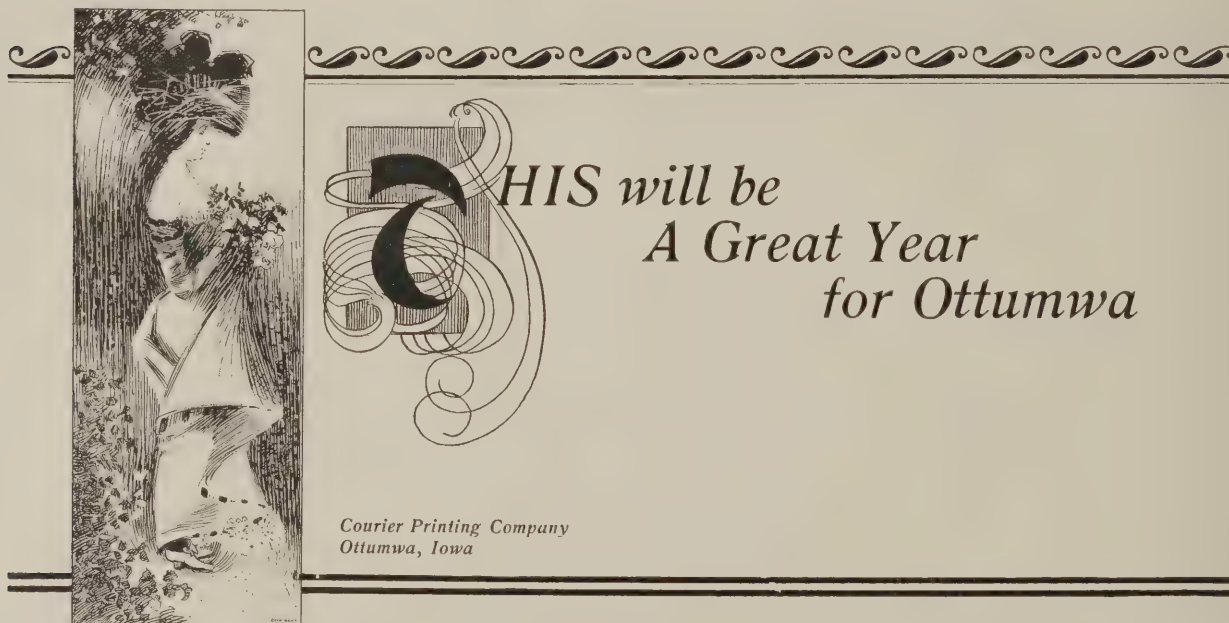
Good taste is shown in a booklet sent by the Courier Printing Company, Ottumwa, Iowa. It is set entirely in MacFarland and MacFarland italic and printed in two colors only. The cover is reproduced to give an idea of

THE JOB PRINTER.

By Charles H. Cochrane, New York.

The young fellow in a printing office who has learned to set type and to feed a job press, but who can see no way open to learn more of the trade, is to be pitied—and more, he is to be helped by all right-thinking journeymen who come in contact with him. As the boy is father to the man, so the apprentice (so-called) is father to the jobber. The sort of a jobber he will make depends quite as much on the assistance and instruction that he receives as upon his own intelligence and application. The trade cannot be learned from an incompetent or an unwilling source. Every young compositor of to-day should seek to become either a jobber or a machine operator, for as a plain typesetter his services will never be in demand.

Let the young man who seeks to be a jobber cultivate the good will of the journeymen with whom he comes in contact, and try to learn from the best workmen among them; and let the foreman and journeymen be always ready to help the youngsters with hints and advice, and to allow them to do a part of some new or more difficult



COVER DESIGN.

its effectiveness; the initial "T" in the cover was printed in bright red. The text refers to advertising and is clear and concise.

* * * *

If anybody wants to get mixed up in figures they can do so by writing the Queen City Printing Ink Company for one of the "square inch" cards this firm is sending out. This kind of a puzzle always interests a certain class, and advertising is for the purpose of getting all classes interested.

* * * *

A nice piece of up-to-date printing has been executed by Bartlett & Company, The Orr Press, New York, for the Goodson Graphotype Company. It is a booklet—telling all about the type-casting and setting machine—printed on good stock, in black ink only. The letter-press is about perfect, a broken letter can not be found. The work is a credit to both parties.

* * * *

Neither art nor beauty, nor, indeed, any other quality whatever, can redeem an advertisement which doesn't get business. That is its reason for being. It has no other work or worth.—Portsmouth (Va.) Star.

work at every convenient opportunity. The helpful journeyman, working in the same alley with the apprentice, will show him the correct principles of spacing, that a condensed display letter does very well when spaced with three-em spaces, while an extended letter often requires em quads or more between the words. The general rule is that the space between words should be equivalent to the width of an average letter in a font. This is subject to modification, however, as appears farther along. In leading out a page or job to the required size the distance between lines does not usually require to be the same. Lines that go together in sense or display or that are grouped commonly require half or less than half the space that separates them from other groups or from single lines. In such leading, regard should be had for the shoulder on the type, so that the effect of distance between the printed lines may be what is intended, rather than be measured by the number of leads. One not infrequently sees jobs that have had say three leads placed uniformly between the display lines, with a total disregard of the fact that some lines are without shoulder and therefore perhaps three leads nearer the following line than some lower-case line with a wide shoulder. The leading should bear a direct relation to the margins of

the job, and should be in harmony with the spacing between the words. Body type that is triple lead should be double spaced, and very condensed type is therefore objectionable for use in a page that requires to be heavily leaded between the lines.

The accommodating journeyman will also coach the apprentice who assists him on tabular work, and will tell him why the columns and rules are laid out as they are, that certain measures are made to suit certain conditions, and so on. Or if the work be display, he will suggest the general character desirable, as that the whole job be kept in light face type, or that a certain class of paragraphs would be best indented on both sides—and at the same time tell the apprentice why this or that is desirable, that he may follow understandingly and not slavishly.

* * *

I saw a neat trick on a billhead the other day that pleased me. Instead of the conventional "Dr. to Blank," or "To Blank, Dr.," the arrangement was "U O 2 Blank." Evidently the printer—it was a printer's billhead—took his cue from the familiar "I O U." A thing like that is catchy, and while many customers would not care for it, yet it is good for a printer's own stationery, as showing originality and an effort to keep out of the ruts.

* * *

Another good thing came to my desk the other day in the shape of a novel blotter from the press of the Baldwin & Gleason Co. of New York. Strictly speaking, it was not a blotter, but four plain white blotters eyeletted to a pink top sheet, on which the advertisement was printed, the whole being mounted with a top of transparent celluloid. The blotters were thick and soft, much better for use than the average advertising blotter, which is too hard to absorb ink readily, and the celluloid protected the advertising so that it would last during the life of the blotters. The job also had the merit of being ornamental to the desk, and was picked up and examined by many visitors, increasing its value as an advertisement. For actual use it has taken preference on my desk, as I believe it would on the desk of any man who used it once. Printers who advertise by blotters should be quick to catch on to this, which though more costly than the ordinary blotter, does away with the need of sending out any more for some time, leaving them a chance to develop some other means of advertising their business.

* * *

A catchy thing in envelopes comes to me from I. H. Blanchard & Co., New York printers, and is a miniature imitation of a large leather mail-bag, with a silver bronze padlock, labeled with Uncle Sam's initials. It is cut to the proper shape, and made of leather-colored paper, and sealed with a big seal of vermilion wax. This envelop becomes very conspicuous in a morning's mail, and is sure to be among the first opened, even though it contain only a printed circular; and herein lies its value to the advertiser, and incidentally to the printer who gets it out. Men who advertise by letter circulars lose enormously in circulation of their advertising by reason of the letters never being opened or read. This envelop arrests attention, and invites reading of the interior, and no doubt triples the value of the advertising sent out in it. Live job printers should scratch their brains every day for ideas of this sort, which when found may be used to develop trade, sometimes to an enormous extent.

* * *

The artistic efforts of the job compositor seem destined to be the last and only demand on artistic ability in the art, for the fine overlay work of the pressman seems doomed. The patent spring wire overlay blanket is slowly but surely creeping into use, and improves with acquaintance. It may now be regarded as out of the experimental stage and in the field to stay. No more can the pressman-artist, with the overlay cutter in his hand, build up layers of tissue to bring out the shades and shadows of the beautiful halftone illustrations. The "confounded" blanket does it automatically, and he has only to put on a few rough underlays and a few general overlays and go ahead. No use now for our friend W. J. Kelly to write upon the mysteries of elaborate overlay work. The pen that told so glibly all that the young printer wanted to know of the theory of overlay cutting may now be laid aside to rust, for the march of invention has rendered it useless. The pressman of the future will simply put on the squeeze, open the fountain and "let 'er go," while he folds his

arms and explains to his helper how in the older times it used to be necessary to put in so many hours a day in fancy patching up, and regulating the ink. I include the ink, because I suppose some clever Jack will make that distribute automatically before long.

* * *

That was a most artistic cover on the April Inland Printer, but will the artist please tell me how the poor fellow with the ink balls is going to pull an impression by the lever of the hand press when he has to stand in such a narrow space with his back to a brick wall?

* * *

The job printer who is doing business and cannot seem to make any money at it should take a trip among the dealers and advertisers who sell printers' machinery and appliances, and learn whether a principal cause may not be that he is behind the times with his machinery and so cannot compete with those who have bought better. Some become so conservative that they discount everything they see in advertisements or that salesmen utter, and remain wrapt in the belief that nothing better exists than the old drum cylinder, or the alligator jobber. As a matter of fact the makers of machinery for the printer are advancing every year in the art, and he who does not keep pace with them must lose trade to those who do. If a new press will run ten per cent faster than the press in use, it is time to throw out the old one; if an attachment or a new device will add to the product or the quality of the work, it should be bought at once, without waiting until a competitor secures it and begins to take away work from the slower concerns. By keeping up with the times you keep up with the best class of customers, the class whose work yields the most profit.

* * *

The writer stumbled on an odd thing the other day, written by C. Stower, an English printer, in 1808. He said of the sizes of type:

Paragon, small pica, bourgeois, minion, etc., were formerly termed irregular bodies from their being intermediate sizes between the regular gradation. They were seldom introduced by the printer, from the apprehension he entertained that his office might be thrown into confusion in consequence of the slight difference which exists in those fonts and others, in point of size. This difficulty disappeared as printing improved; for now small pica and bourgeois are more generally used than any other letter, except pica, which is considered the standard size, as all leads are cast, and all measures made to its em's. Its face is either too small for the eye, nor its size too large, so as to extend a work unnecessarily. Minion is a letter become almost useless, except on newspapers, it being so nearly allied to brevier, a much neater type. Nonpareil and pearl have lately been much employed in miniature editions of some of our standard works, dictionaries and other books of reference, where it is desirable to have multum in parvo. They are introduced with much propriety and beauty in notes, quotations, arguments, etc., instead of brevier, to a bourgeois body. Diamond is only a pearl face upon a smaller body, and seldom used.

The primer is a size answering to two brevier bodies. There are likewise various other sizes cast for titles, which will appear in our specimen of different types.

The double pica may, with the greatest propriety, be termed an irregular letter, from its lining with two small picas. From what cause it acquired its present name will be difficult to say, unless it was originally cast to two lines of pica, and, being judged too small a face for that size, was reduced to two lines of small pica. Mr. Caslon has cut a letter that may be properly called double pica.

Who ever would have dreamed that double pica was once double small pica in size?

ADVERTISING ON THE INCREASE.

There never was a time when the strength of newspapers as advertising mediums was so apparent as it is at the present day. Advertisers are using them to a greater extent than ever before. Within the last few months business that once appeared exclusively in the magazines has begun to appear in the daily press also, while the trend of events seems to be toward including the latter in every advertising campaign of any pretensions whatever.—In dianapolis (Ind.) Sentinel.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

THE Buckhannon Delta and the Knight-Errant, of Buckhannon, W. Va., have been consolidated, and the following are the officers of the new company: I. J. Ligget, President; Eugene Brown, Secretary; Hugh A. Lorentz, Treasurer-Manager.

Two copies of the paper arrived at this office, along with the following letter:

Buckhannon, W. Va., April 3, 1900.

National Printer-Journalist, Chicago, Ill.

Gentlemen—I send you under separate cover copies of The Delta for criticism. Do not be afraid of our feelings, as we send you this to benefit the paper.

Very truly yours, Hugh A. Lorentz.

The paper is nice and clean; the presswork is fair, with the exception of some leads and quads working up in the issue of March 29; the local news field is well covered. A short dash under the names of the different towns would be better than the full-width rule which is now used. The ad display would be improved if much smaller "catch" lines were used and more "white" allowed to appear. Brevier upper and lower-case headings are too small when the body of the paper is set in 10-point; pica is small enough for the heads. The following is taken from one of the issues sent to this office. It describes the paper accurately and might prove of value to readers of this department:

This week The Delta changes its style of make-up. The county news page has been moved to the second page and the eighth page given to a summary of the important National news of the week. On the seventh page is the usual serial story, and an interesting short story. Among the new features introduced this week are the market reports, the short story, the news summary, and a weekly review of the news of the week. This gives The Delta departments that will be appreciated by all the family and makes it a newspaper on modern lines for the people. The management would appreciate if every reader will tell them how they like the new features, which department they like best, and offer suggestions as to other features that could be introduced with profit. The Delta is a paper for the people and knows of no better way to serve them than to get their criticism.

If the management continue to ask advice and profit by it when given they are sure to succeed and make a good paper of the Buckhannon Delta.

* * *

From the University of Wisconsin comes a batch of the Daily Cardinal and the following letter:

Madison, Wisconsin, April 6, 1900.

Editor Dept. Comparison and Criticism:

We send you under separate cover some current numbers of our University Daily, which we wish you would examine and criticize. As a college publication may be out of your line and you therefore have no room for criticism of it in your columns, I send you postage, hoping that you may mail your criticism. We wish to make the Cardinal the most newsy, attractive, well-written, and altogether the best college newspaper published, and will be more than glad to profit by any advice or suggestion you may offer.

Your excellent monthly is eagerly read in our office each month. The article in the last issue on Reporting is the more interesting to us because it is practically the same method which we follow here.

I trust you will be able to favor us with a reply. Yours truly, Robert E. Knoff.

It is quite within the scope of this department to offer advice to a college publication, in fact, it is a pleasure to have the opportunity. The paper is a four-page daily of four columns to the page, three of which are almost entirely filled with ads—not very well set. The steps necessary for the improvement of the paper are better make-up, take

all display from front page, and set the headings to articles in job type. The word "India" for a heading in the issue of March 28 does not mean anything; it should be "Lecture on India," or "India and Its Government;" the heading should briefly tell the story. The size of the paper should be increased to admit of better make-up and give it the appearance of a newspaper, which is certainly not the case at present. The editorial head should appear at the top of the column, and official notices of the University should be placed on this page. Strict attention to small details and allowing nothing to "slide" are two good rules to follow.

* * *

W. C. Belknap, of the Bellows Falls (Vt.) Times sends several copies of the paper and a letter with instructions to "pass them over to the man who conducts the department of criticism. I would like to know how his ideas of make-up and ad setting tally with ours." Taking the copy dated March 8—twelve pages—I would remove all ads from first page; I would set the head "Neighborhood News" double-column, and all news headings larger and in caps of a job letter; I would place the editorial heading, which appears in the second column of the second page, on page four and in the first column. The ad composition is fair and so is the presswork, with the exception of a little too much "squeeze."

* * *

This letter of explanation accompanies a copy of the Republican Journal, Belfast, Maine:

Belfast, Me., March 15, 1900.

Department of Newspaper Criticism:

Dear Sir—I send with this the current issue of the Republican Journal for your consideration and criticism. I would state that we have a new dress on the way, having run the present one eight years, and that the paper stock is not up to our usual standard. With these exceptions the paper, in make-up and contents, is a fair sample of our endeavors. Ours is merely a "country newspaper," in a comparatively limited field, and we make no claims to superiority. Yours very truly, Chas. A. Pillsbury, Editor Journal.

Speaking generally, the paper has a nice clean appearance. Upper and lower case of Brevier De Vinne, however, is not large enough for news headings of the first page, and seven of them right across the first page—one in each column at the top—is not good make-up; larger type should be used for the headings, setting the first line in caps, and upper and lower case could then follow as a sub-head. With these changes and the new dress spoken of in the letter the Journal will be a credit to Mr. Pillsbury.

* * *

A strange make-up is that of the Berlin (Wis.) Weekly Journal. It is eight pages in size and the paper is not cut. The inside pages are printed with the head toward the fold; the outside pages are printed with the head to the outer edge. When the paper is cut the pages appear heads and tails, one-half being upside down.

* * *

Keep right along, Mr. Carter; publish the Lyons (Neb.) Weekly Sun the way you are doing. It is all right.

* * *

The Osceola Sun, Wisconsin, has put in a new press, and there is a marked improvement in the presswork. This change has often been brought to the attention of Mr. Roese in this department, and the paper now looks well.

* * *

It is astonishing to see the perfection reached by the process engraver and the newspaper artist. The Buffalo Courier of March 11 had a lot of halftone illustrations that were remarkably well printed for newspaper work. One

page of the paper of that date is devoted to the National Editorial Association, and has a number of well-printed halftone portraits of prominent members.

The Denver Evening Post makes a good showing in red and black. The work is above the average newspaper color printing.

Facts, a Denver weekly, has just added a Mergenthaler, and promises to be better than ever.

There is an improvement in the working of the halftones of the Northwestern Agriculturist, Minneapolis, Minn. Try and get them still better.

Trust or no trust, the Media (Pa.) Ledger continues to use the best kind of paper, and it is really a pleasure to handle the Ledger and look over its clean pages.

The Mail and Times, a social, musical, and literary journal issued every Saturday morning at Des Moines, Iowa, is a well-printed and well arranged weekly.

The Maurice (Iowa) Review recently got out a souvenir edition of 36 pages and cover. The ad composition was good, but the presswork on the halftones could have been improved.

The Kansas Dairy Farmer is the name of a small eight-page monthly devoted to Kansas dairy interests. It is published by Borman & Shawhan, at Enterprise, and is fairly well printed.

Woodsley Bros. send a copy of the Orlando (O. T.) Herald. They now publish two papers, the other being the Mulhall Enterprise, which has received attention from this department previously.

The Kingsley (Iowa) Times puts the editorial head in the middle of the last page—the eighth—under a big three-column ad. This is not good form.

The Garland (Texas) News recently celebrated its thirteenth birthday and adopted all "home print." Several typographical errors are easily discovered in the News. If it is to be all "home print" let the proofreader do a little overtime.

A large display head in every column is not good make-up. The attention of the Ashland (Wis.) Daily News is called to the issue of the paper dated March 14, which could easily have been made look better by setting the heads of a couple of the less important news items in smaller type, even if they did go at the top of the column.

The La Harper, La Harpe, Hancock county, Ill., celebrated its twenty-third anniversary April 6 by coming out in an elaborate lithographed Easter cover, to say nothing about the increased number of ads. The editor says that "the newspaper business has not always been a profitable one in La Harpe, several enterprises having been wrecked on the shoals of adversity." But the La Harper has weathered the storms—also a fire in 1893—and is now a solid success.

The Advisor sums up the New York newspapers as follows:

The Thunderer.—The Tribune.
The Morning Glory.—The Sun.
The Yellow Journal.—The Journal.
The Yellow Imitator.—The World.
The Scintillator.—The Evening Sun.
The Dope's Delight.—The Telegraph.
The Morning Blossom.—The Herald.
The Official Organ.—The Daily News.
The Woolen Mill Gazette.—The Press.
The Pink Eye.—The Evening Telegram.
The Family Friend.—The Brooklyn Eagle.
The Sleeper.—The Commercial Advertiser.
The Snail in Distress.—The Mail and Express.
All the Snooze that's Fit to Eat.—The Times.
The McLaughlin Regu'ator.—The Brooklyn Citizen.
The Old Reminder.—The Brooklyn Standard-Union.
The Old Woman in Fulton Street.—The Evening Post.

The following is taken from the Hell Box and Ink Can, Denver, and is published here for the truth it contains:

The Silver City (N. M.) Eagle has changed hands and Oliver P. Williams is now editor and manager. Mr. Williams is getting out a very breezy little paper, but in common with many others has the fault of using too much space in ads for the job department and paper itself. This does little good, as those who see the ads are usually your customers already, while it also looks as if you lack something with which to "fill up." [Nothing personal, Mr. Williams; "there are others."—Ed.]

A few extracts on the Loud bill are given here for information and in order to bring the matter to the attention of all readers of this department:

We believe those newspapers that have been offering opposition to the Loud bill have made a mistake. We believe it to be favorable to legitimate newspapers and against cheap book and fake publications.—Madelia (Minn.) Messenger.

It is the clear duty of the publishers of "country" newspapers to use their influence in behalf of the Loud bill and secure its passage through Congress.

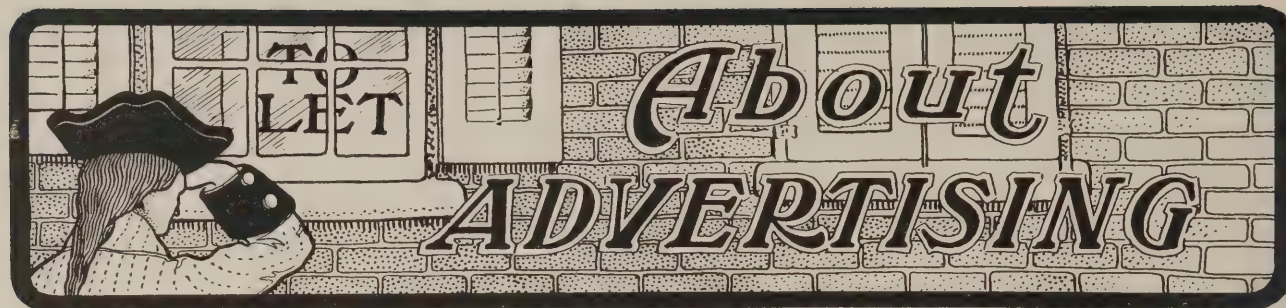
At present hundreds of magazines, "mail-order" advertising sheets, novels and other editions styled "dated publications" go through the mails at newspaper rates that should be excluded. Those who oppose the bill claim if second-class matter included only those publications that are entitled to that classification, the Government's income would be largely decreased. But this is just what threatens the country publisher. If the postal deficit continues the second-class rate is in danger. There are grave abuses of the rate, and they should be corrected.

There are probably injustices in the bill and it may need some amendments before it becomes a law. The clause relating to the mailing of sample copies has created great excitement among the rich publishers of dated novels, etc. The clause allows sample copies not in excess of fifty per cent. of the subscription list, and in no case shall the number of such copies exceed 500. It seems to The Journal that this part is a good thing for the "country" publishers, because it does not permit the cheap weeklies and other publications of large cities to send out thousands of sample copies at pound rates. The Loud bill, if passed, will undoubtedly cut off much competition from cheap weeklies and fake monthly publications because of this and other restrictions. The bill will come up in a short time for consideration. The Congressmen who have at heart the interests of the country papers will vote in favor of it.—Faribault (Minn.) Journal.

The labor market is stiffer, yet the price of advertising and subscription has not advanced. On top of all the publishers' burdens, Mr. Loud, Chairman of the Post Office Committee in the House, introduces his Second Class Mail Matter Bill again, known as H. R. 6071, which was first introduced three years ago. This bill, if passed, would require all publishers to put a stamp on all exchanges, copies to advertisers, all copies desired to be circulated for the purpose of securing new subscribers, all copies or special or extra editions of any kind or for any purpose.

Mr. Loud stated to a publisher that after this bill was passed he proposed to introduce a bill prohibiting the circulation of country papers free in the county where published. He states that "they (the committee) do not assume that the bill they recommend to you is perfect. Far from it; neither does it wholly remedy this evil. It is, however, a step in the right direction, and goes as far as they thought prudent at this time." A strict construction of the bill requires the cutting off of subscribers as soon as the time to which they had paid in advance had expired.

The aim of Mr. Loud is to finally model our postal laws after those of monarchical countries which Mr. Loud visited and investigated during the past summer. In foreign countries the publishers have no privileges not extended to merchandise of all kinds. The result is there are a few publications of enormous circulation and practically no weekly papers like ours which have made the United States the most intelligent country in the world. The second class postal laws of the United States to-day are not as favorable to the publishers as those in force in Canada and Mexico, and yet Mr. Loud proposes to take a step backwards and towards the usages of Imperialistic countries.—Hinsdale (Ill.) Doings.



ADVERTISING RATES.

AT THE recent meeting of the National Editorial Association Mr. A. W. Lee, of Ottumwa, Iowa, delivered so able a paper on the "Best Method of Securing Circulation for a Local Daily" that the following by John L. Mahin, a leading advertising expert of the country, as to Mr. Lee's methods and advertising rate table, will be found of especial interest to newspaper publishers. It will prove valuable as well. Mr. Mahin says:

"You may put me on record as saying that I regard the Ottumwa Courier one of the best conducted daily newspapers to be found anywhere in the United States. Your so-called 'new plan' of handling your advertising interests me particularly, and I want to say that it is bound to succeed, because it is founded on the right principle, and that is to give the greatest possible value to the advertiser for the money which he expends with your publication. I refer to it as a 'so-called new plan' because it is in fact only adapting to the country daily the advanced business ideas and methods which have been used so successfully by the great magazines and the metropolitan papers. I am pleased to see that you do not hesitate to tell the public that you are charging more for your space now than formerly. This is necessary in order to properly handle advertising on a modern, up-to-date, frequent-change-of-matter methods; but the condition of your advertising columns gives conclusive evidence that your live and progressive merchants appreciate the service which you are giving them. That they are getting results from their expenditures in the Courier, goes without saying.

"Your circulation of 3,500 daily, and 5,500 weekly, each issue respectively, in a city the size of Ottumwa, is unusually large, and the fact that 2,500 of these dailies are each evening delivered by carrier in Ottumwa alone, shows something phenomenal in circulation building. I do not wonder that Mr. Lee was invited to deliver an address before the National Editorial Association on the occasion of its recent annual meeting at New Orleans, on the subject of building up circulation. He certainly ranks as an expert in this matter.

"Your card of advertising rates is one of the plainest and most equitable that I have seen anywhere, and the rates charged for space are exceedingly reasonable for a newspaper of the character and standing of the Courier. In this connection I want to say that the Courier has in E. P. Adler an advertising man of unusual ability. His grasp of the situation is wide and comprehensive; he realizes that advertising is not worth anything to the advertiser, no matter how low or how high the rate is, unless said advertiser uses his space in such a way as to make him money. If the advertiser doesn't make money the publisher won't get any more business from that advertiser. If the advertiser does make money, he will pay a rate that is justified by the returns. The Courier seems to be successful in making advertising in its columns a money-making proposition for the men who pay for that advertising. The make-up of a paper, the quantity of news it carries; the character and amount of local news it publishes in each issue, the quantity of new matter put in type every day, the frequency with which advertisements are changed, all give a practical man, who is buying advertising space, a quick insight into the amount of money that is spent in conducting said newspaper; and all of these things should go to determine, in the mind of the buyer of advertising space, the value of that space and the returns which it will probably give for the investment made. Looked at from

this standpoint, I can truthfully say that I regard the Courier as one of the best conducted daily newspapers in the United States."

The following is the advertising card of Mr. Lee's paper, the Ottumwa Courier, to which Mr. Mahin refers:

ADVERTISING RATES.

DISPLAY IN DAILY OR WEEKLY.

Transient and Circus, 50 cents per inch.

	2 t	7 t	26 t	52 t	78 t	104 t	156 t
Run of paper, per inch..	.25	20	17½	15	13½	13	12
Next Reading.....	27½	22½	20	17½	15½	14¾	13½
Full Position.....	30	25	22½	20	17½	16½	15

Full position not given advertisements less than two inches.

Additional space pro rata.

BULK SPACE.

100 inches or more.....	per inch, 25 cents
1,000 inches	" 20 cents
2,000 inches	" 17½ cents
4,000 inches	" 15 cents

Special or legal, set in nonpareil solid, 12½c per line, 1t. 6½c per line each additional insertion.

PROFESSIONAL CARDS.

One year daily, \$12.00; daily and weekly, \$18.00; weekly, \$9.00. Less than one year, 50 cents additional.

READING MATTER.

Readers.—Readers in local news columns, 15 cents per line each insertion.

One or more lines, each issue for one year, 12½c per line.

Locals.—Locals following local news matter, 10 cents per line each insertion.

Three or more lines, each issue, one month, 8 cents per line.

300 lines during one month, 8 cents per line.

1,000 lines during one year, 8 cents per line.

Three or more lines, each issue one year, 6 2-3 cents per line.

2,000 lines during one year, 6 2-3 cents per line.

CLASSIFIED, WANT COLUMN.

One-half cent per word, each insertion, in Daily or Weekly. No advertisement inserted for less than 15 cents. Advertisements changed as often as desired without charge.

PRACTICAL HINTS ON ADVERTISING.

By Charles Austin Bates, New York.

The retailer in minor cities should contract for all newspaper space in bulk at so much per inch, using so many inches a year. He should get a bed-rock rate on this. Then he should use the space as he needs it. He should use just enough space to tell his story, no more.

He should not only use his space to the best advantage, but be sure he is using the best papers. He should take more space in the paper that brings the best returns. He can easily find out which that is. There are several ways. Here is a simple one which always proves effective:

On a day when some particularly attractive bargains are offered, give a free street car ride to and from the store to every purchaser. Advertise it in every paper, and in each paper put a coupon good for two tickets on the lines running to the store. Have the name of the paper, in which the coupon appears, on the coupon. Tell customers to bring the coupons when they come. Most of them will. Ten cents is worth saving. This will give

the minor city retailer a very reliable record of the papers that brought the best returns. No paper should object to such a test.

Of course, in metropolitan cities where there is a large class of conservative wealthy people who ride in their own carriages and make but very little use of the street cars, a test of this kind might do injustice to some high class paper. For instance, in New York City it might do an injustice to the New York Evening Post. In Chicago, it might do an injustice to the Chicago Evening Post. However, in a minor city—anything less than a metropolitan city—it will give a pretty fair basis upon which to estimate the value of mediums.

* * *

Most retail firms, especially department stores, in minor cities, have more or less mail order business. Very few of them push it properly. It is a business that can be pushed even in cities of sixty and seventy thousand people. In order to push it, it is necessary to use small space in the neighboring country papers.

This space can be obtained at very cheap rates. Just as much attention should be given to preparing the ads. for these country papers as for the city papers. The ads. should be checked, and it should be seen to that they are inserted according to contract. They should be changed like those in the city dailies, every issue.

Special attention should be given to seeing that the articles advertised in these country papers are profitable and suitable for mail order business. As a rule, it is best to advertise high-priced things for mail orders. Give the price and bear down on the good quality and description. Advertise constantly the good points of your mail order business. Say you have the quickest mail order house in your territory; say that you are prompt, reliable, and that you give money back on unsatisfactory purchases; and say that all these statements are strictly true.

After you get an order, no matter how small, see that it is filled correctly and intelligently. Follow up all requests and inquiries for samples, if they come to nothing. Have a courteous letter to send to all who have written once and find out why they have not ordered. Find out what is wrong and make it right.

* * *

When a special sale is to run a certain time, be sure to advertise its continuance. Follow it up each day with new announcements as long as it lasts. It isn't necessary to give it much space for the first announcement, but don't ignore it, and make everything about the store advertise it. Show the public that you think it is a big thing. Have the bargain counter the most conspicuous in the store. Have plenty of card signs, and have window displays, if necessary, on the same lines.

Be sure your sales people see all of the ads. every day; not just what pertains to their own department. In a small store especially, the sales people should know all the store news.

Have your clerks suggest ideas for advertising their departments. Use the suggestions if they are good. Enlist the interest of your salesmen.

Keep a careful record of your advertising expenditure. Itemize it as carefully as you do your sales. Charge all advertising to the separate departments. For instance, if dress goods had so many inches one day, at so much an inch, charge it to dress goods. Then study this record, and see how the sales correspond to the advertising.

* * *

Advertising is like any other particular of your business—if it does not bring results, there is something wrong. When you locate such a case, study it out and find why it did not bring results; whether it was the wording, the prices, the medium or the weather. The accumulation of this experience will make you rich.

* * *

I understand from reading advertising journals that many advertisers nowadays think that two-color illustrations are a chestnut, and are no longer effective. I don't agree with this idea. With the average human being a cover design in colors is more attractive and catchy than a one-color half-tone. Of course, three or four colors are more attractive, but where that cannot be afforded, two colors will do. The average human being is caught by colors, even when they are not particularly artistic in blending. Throw a booklet with a cover design, made up in even inartistic and broad color effects, on the floor before you, front cover up, and then throw a booklet with

a one-color half-tone design in the same position, and see which catches your eye and arouses your curiosity.

ADVERTISATORIAL.

In the making of prosperity, industry is not the only requisite, nor is economy—though both are indispensable. There must be something additional. A market for the sale of products must be provided; and that market must be sought, and not waited for. There is no market seeker so successful as the daily advertisement. This does more and better work than would be possible to an army of agents, emissaries and canvassers.—Advertising Notes.

* * *

Time was when a man in business got trade whether he advertised or not, but that day has gone by. The public has been educated to understand that the foremost merchants advertise their wares and that those who do not advertise are so far behind the times that no woman who loves to buy up-to-date goods should ever think of patronizing them.—Binghamton (N. Y.) Herald.

* * *

It is not necessary that an ad. should be a model of literary style in order to attract attention, but it should tell something about the goods that the public would like to know. Every retail merchant tells this orally many times a day. He can say the same thing in his paper and make a large advance towards being a successful advertiser.—Omaha Trade Exhibit.

* * *

Look over some letters you have written to prospective customers and you will find excellent material there for an ad. Many ads. are written under forced circumstances when the writer is trying hard to say something brilliant, whereas in the letters you write you use natural, easy expressions.—The Advertiser.

* * *

The highest form of advertising consists in teaching the public the varied uses of the article advertised, making it clear how completely it fits into the social economy of the public, and proving that the person addressed must buy the article in order to live according to the highest ideals.—Advertising Experience.

* * *

The most successful advertising does not attempt to do too much. It introduces the buyer to the seller. Even if it makes a direct sale, that sale should serve only as a wedge to open the way for other sales.—Agricultural Advertising.

* * *

If an advertisement is so plain that the veriest dunce cannot mistake its meaning, it will certainly not be misunderstood by others whose mentality is of a higher character.—Printers' Ink.

* * *

The newspapers and periodicals with the largest circulations reach the great middle class, which buys everything. They're the best advertising mediums.—Profitable Advertising.

* * *

The day will come when each of the great newspapers of the country will have a department attached to them for the proper preparation of advertising matter.—Gibson.

* * *

Use common words. Many liberal purchasers of the necessities and luxuries of life have never included a big dictionary in either list.—New England Grocer.

* * *

All men who advertise are not successful, but, with rare exceptions, all successful men have been advertisers.—Red Hook (N. Y.) Journal.

* * *

Whether an advertising method is good or bad depends upon the circumstances under which it is applied.—Printers' Ink.

* * *

Newspaper space is like space in a garden. Results depend on the manner of cultivation.—Press and Printer.

* * *

Involved sentences are bad whether their subject be soothing syrup or philosophy.—New England Grocer.

* * *

A few words, if they tell the story, are better than fine type and much reading.—Business Problems.



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.

While the answers propounded in the March and April numbers of this journal on the Story of Tillerman McDermott have been coming in freely, it is not yet time to classify and tabulate them and render a verdict for or against the use of such a story as a part of a newspaper report of a fire. My own idea is that it has no legitimate place in the news columns of a newspaper that serves an intelligent clientele. It may fascinate the ignorant and susceptible, but the thinking reader will see that it is more likely to be fiction than fact. When this sort of thing is done repeatedly the writers are bound to expose themselves sooner or later as makers of fiction, and the paper is branded as unreliable all the way through. The editor who respects his readers will give the news in a direct, forcible and convincing way, leaving emotional stories to be handled by his yellow contemporaries.

But of course this is largely a matter of opinion. If the readers of this journal disagree with me they are invited to discuss the question in these columns. This is a free parliament and no opinions will be denied expression.

"The Adventure of Tillerman McDermott" appeared in McClure's Magazine in December. It was reprinted in the March number of this magazine, with the following questions: 1. Is this story done in "newspaper English?" 2. Would it be suitable as an introduction to a report of the fire? 3. Would you use it in any part of a report? 4. Does the story give information or emotion? To what extent may emotion be used to intensify a newspaper report? 5. If work of this kind could be done by reporters in time to print in the morning, would it be advisable to use it?

A few of the replies received during the month are presented here, with the hope that many more readers may yet be heard from, especially on the fourth and fifth questions:

(1) The story is not done in "newspaper English," although I think it follows that style more closely than is usual in a magazine story. The descriptions of the fireman, the rescued woman, and the scene generally would be considered too elaborate for a newspaper account.

Such sentences as "The crowd below held its breath," "It was a moment of awful uncertainty," and "Seen against the wall it was a mere thread," would be certain to be blue penciled. A reporter would consider the phrases "Where a man's strength lies," and "You would know him for a fireman" as entirely out of the range of a newspaper assignment.

(2) It would hardly be suitable for an introduction or "lead," as it does not embody the main facts of the disaster, which a lead should always do, and is merely the account of a personal achievement in connection with it.

I should say that it would make an excellent story for the inside of the paper, were it possible to write it in time to print the next morning; or in a Sunday edition under such a caption as "Sparks from the Great Fire;" or in a more detailed "after-report" of the accident.

(3) Primarily the story is merely emotional. Emotion may be used in a newspaper account only to the extent of relieving the baldness of an array of facts and inspiring the reader with the actual horror (or whatever the aspect may be) of the affair described.

If work of the finished literary style of Mr. Baker's story could be turned out by newspaper reporters in their

extremely limited time, it would still be impracticable to use it as the regular morning report inasmuch as hurried readers demand above everything else the real and ungarlished facts, placed as concisely as possible. It is quite likely that had the story in question appeared in a New York newspaper the morning after the fire, it would have been skipped by almost every reader in the impatient search for actual details.

M. F. APPLGATE.

(1) Baker's story is not done in "newspaper English," all descriptions of the truck and of individual persons are examples of waste. "Sheer above," "white" streams of water are words that a reporter would not use. The whole thing is too much merged into the person of McDermott.

(2) No. Too long and too individual.

(3) "As Seen with Other Eyes," or some such heading, following, not preceding nor mixed up with the regular account of the locality, extent of fire, owner of building, deaths, successful combating of fire and probable loss. Also insurance.

(4) The story gives some information scattered ad libitum throughout a one-sided emotional story. Emotional matter in a newspaper report should be sparingly used. But where there is no direction from the managing editor as to space limit, the individual style of the reporter should be allowed to assert itself. Mere reports in set phrases do not always make good reading matter. Witness "one of the prettiest weddings," and "the performance was pleasing and agreeable."

Above all it is the reporter's business to push out from the center to the periphery and not vice versa. Give the main facts first and embellish them afterwards.

(5) Yes, in the dailies of a metropolitan city. In a paper in a small city such a report would occupy too much space.

J. H. TYNDALE.

(1) No. The whole style is indirect. The second sentence of the first paragraph would not be used by a reporter. If he wished to give that information he would say, "Truck 21 had ten ladders, etc., and weighed five and a half tons." He certainly would not begin, "What with." The first and second person "you" and "I" are seldom used in newspaper narration.

(2) No. The facts about the fire are made secondary to the incident, and are only introduced for literary effects in the story. In a report more real information would be necessary at the beginning.

(3) Not in that form. If used at all it should be at the close of the report as simply an incident connected with the fire. It is not of sufficient importance to be in the body of the report. The woman rescued was only one of many saved and the other firemen were probably equally as brave. When dozens of people were injured and lost there is a lack of proportion in devoting that much space to the rescue of one person.

(4) The story simply gives emotion. The terrible climb of the fireman and its realistic portrayal make the man himself more prominent than the fire. The emotion aroused adds in a general way to the horror of the fire, without giving any actual information. Emotion should not enter into a newspaper report.

(5) No. The newspaper is read for facts and general information. The world has not time to learn in detail the thoughts of each fireman who mounts a ladder, nor his harrowing sensations as he passes from round to

round. Emotion destroys all idea of proper perspective. In this story the fireman to whom nothing happened becomes more important than all the other people involved, many of whom were killed. An act of heroism always appeals to the imagination when told in the simplest words, and does not require so-called literary effects to be appreciated and understood.

A. L. MILLER.

(1.) No, it is not "newspaper English," nor is it "plain English." The style is not direct or concise. It is full of useless microscopic details. A reporter going out to rescue a woman from a burning building would not commence at the house of a ladder truck and use 360 words in introducing her and then use 880 words in getting her to a place of safety. He would not speak of "truck 21" except for special reasons, nor of "a 3-3 alarm," which is a technical term not understood by the public. He would not use the word "truck" as feminine gender or any other gender. He would say "horses" and not "the big blacks." If there was a fire in a house a reporter would say so instead of writing, "the windows were giving out a peculiar ominous orange glow that told the grim story of the destruction within." He would not use the pronoun "you," nor use the expression, "What with," as used in the story. He would not speak of streams of water from a fire engine as "curving like bows and opening in spray at the end where they cut into the rolling smoke." He might not even deem it necessary to explain that a man named McDermott was an Irishman, certainly not that a man was "short of legs," unless the man referred to was without legs.

(2) The story would not do for an introduction to an account of the fire because it is a mere incident. The reader wants the principal facts first and will take incidents later, if he has time to read them.

(3) Such a story would be read by many with great interest, and for this reason it might be used at the close of the report after all the necessary information had been given. The first reading would attract the unthinking, but the ordinary reader after giving it a moment's thought would see that it was written for effect.

(4) The story contains little but emotion and its effect is as harmful as a dose of an exhilarating drug. Emotion is permissible in newspaper reports if created by a statement of what happened and what could be seen by an observer of the incident, not by a description of supposed thought or feeling.

(5) It would not be advisable to use reports of that kind in a daily newspaper. Many reporters could write such reports, but the paper using them would not be entitled to be called a "news" paper. The story does not contain much news and what there is not given in the form of news.

J. M. THOMPSON.

(1) I think the story is done in newspaper English, perhaps, but not in newspaper style, because the news is not told at the start. The story is told, not for the story but for the effect that may be produced on the reader by the artistic telling of it. Newspapers print stories for their intrinsic worth.

(2) It would not be suitable for a lead or introduction to a news story, for the reason that the news is not told until the entire story is read.

(3) It might be used to good effect in a report of the fire after the story of the fire had been told, if other stories of a similar nature were obtainable and it was desired to make the fire story "lurid" and long.

(4) Emotion. Little information is given concerning the fire; this was probably one of many perilous acts accomplished by the many firemen at work on the building. My opinion is that more emotion in reports of such occurrences would please the readers, but whether it is proper for a writer to strive for that effect I hardly know. Where facts may be strictly conformed to I can see no harm in giving the public what it wants. In this case, where a large fire caused great loss of life, I believe the public wants the story first, told as tersely as possible, and then all the detail and emotion that can be thrown into a lengthy article.

(5) I believe it would. But the reporter who did this work could not have done much of the real story of the fire.

I think a paragraph telling of the fire, and the great loss of life and property, preceding the story sent out by the Associated Press, would have improved it.

F. L. WILLIAMS.

AN ELDERLY DELEGATE.



ONE of the elderly gentlemen in attendance at the meeting of the National Editorial Association in New Orleans was Loring William Puffer, of Brockton, Massachusetts. He was born at Stoughton, September 17, 1828, and came as a delegate from the Suburban Press Association of New England. His labors and experiences have been varied. A work entitled "Men of Progress," published in Massachusetts in 1896, in speaking of his literary, newspaper and other works, says:

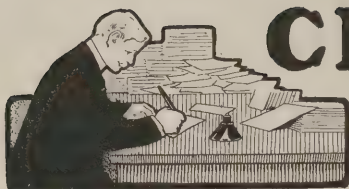
Quite early Mr. Puffer became a copious correspondent for various newspapers, and later had experience in the editorial chair, being editor of the Brockton Advance, and the editor of the Brockton Eagle, during the years 1884 and 1885. He has done other literary work, especially in historical and biographical fields, which has widened his reputation.

Outspoken and frank with tongue and pen, he is counted one of the most efficient, honorable and successful political workers in Eastern Massachusetts. He has been on the Republican City Committee of Brockton for many

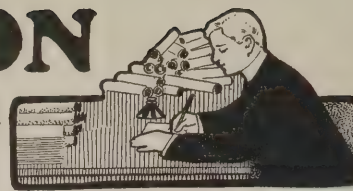


Loring William Puffer, Brockton, Mass.

years, and was its Chairman in 1884-85. In 1856 he became an active member of the Plymouth County Agricultural Society, was a trustee for many years and has been Vice President. In 1860 he built the first green-house ever constructed in North Bridgewater; and from that date to the present he has been an ardent horticulturist, florist and a frequent contributor to agricultural, horticultural and floricultural publications. He was one of the most active originators of the Brockton Agricultural Society, founded in 1874, which was a success from the first. Its opening exhibition, held in ten days under a tent, received an income of \$7,400; and by 1893 its annual income had reached \$29,500. Dr. Puffer is also a member of the New England Historic Genealogical Society, of the Natural History Society of Boston, of the Massachusetts and Suburban Press Association, and of the Norfolk Club; and he is a charter member of Paul Revere Lodge and Satucket Royal Arch Chapter, Free Masons of Brockton. He was married September 16, 1855, to Miss Martha Mary Crane Worcester, niece and adopted daughter of the Hon. Samuel Thomas Worcester and Mary Fenno Crane (Wales) Worcester, of Norwalk, Ohio. They have four children.



CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

We feel that we cannot do better for this department this month than to quote from the valuable little book, "Making a Country Newspaper," by A. J. Munson, published by the Dominion Co., Chicago. This work covers the whole field as indicated in its title. It gives the hard-pan facts as to the newspaper "Man, the Field, the Plant, the Paper, the News, the Headings, the Circulation, the Advertising, the Daily, the Style, the Law." We have arranged to furnish the book to subscribers to the National Printer-Journalist who are paid up to January 1, 1901, for fifty cents. In the meantime we are permitted, by the author and publishers, to present the following for the readers of this department as a specimen of the practical manner in which the various topics are discussed. The author says:

The first thing in seeking circulation is to publish a good newspaper. Set the circulation mark at such a figure as the field warrants and then make as good a paper as you could afford to do if you had that circulation. Having done this, you are ready to set about securing the circulation. It must be understood, however, that this plan is the sequence only of the advice that has been given in the preceding pages in regard to what kind of a paper to publish. If you are publishing a personal mouthpiece, or a party organ, all the plans in the world will avail but little in building up a general circulation.

The American people are greater buyers of reading matter than are any other people. They are greater buyers of periodical reading matter than are any other people. Our population is about 75,000,000, and we have about 20,000 periodical publications, ranging from the daily newspaper to the quarterly review, or one periodical publication for every 3,750 of our population, counting men, women and children, white and black, literate and illiterate. The local or country newspaper is particularly well supported. There are very few families who cannot afford the local paper, and many buy all of them. But whether they buy one or many, they may be depended on buying the one that gives them the most and best for their money.

Having arranged to publish a paper that will sell, it must be borne in mind that in this day patronage is secured successfully through solicitation only. This is true in circulating a country newspaper. The plans and schemes that may be employed to secure circulation should be considered only as aids to the solicitor. The first thing to do, then, is to secure one or more good solicitors to make a canvass of the county. A list of the names of the voters of each township, together with their addresses, should be secured. To all of these the paper that will sell should be sent regularly, as sample copies, until the canvasser has called on them. The canvasser should have a copy of this list of names and should canvass by townships, not leaving a township until he has called on all that can be found. This is the most practical and effective way of securing a circulation.

The plan some country publishers have of advertising premiums, and combination offers with other publications, is not to be recommended. Such schemes do not materially increase the subscription list and have a decidedly cheapening effect on the value of the paper, a thing to be avoided above everything else. Teach the public that the value of your paper is the price you ask, and you will receive that price more readily than if you offer them a house and lot with every annual subscription. The scheme that will best secure a large and constant circulation is to print all the news all the time, in well edited and attractive form, and let the people know it through sample copies and good solicitors.

If you want to use a scheme to help secure subscriptions,

the following may be recommended as possessing the merit of having proved successful:

The plan is a modification of the coupon system that has been used advantageously in many lines of business. Its object is to give the paper without any cost to the reader, to increase the publisher's income from subscriptions, and to make the advertising columns more effective to the advertiser. In this way it serves a three-fold purpose.

Use coupons printed in handy card form, each containing five 5-cent checks. Each coupon should contain a brief explanation of the system, like this: "One of these 5-cent checks will be accepted as a 5-cent payment on every dollar's worth of cash trade at the stores listed in The Tribune." When a subscriber pays you money on subscription give him coupons to the amount of the money he pays. Arrange with some of your leading advertisers to accept these checks on trade at their stores. Because of the additional trade which this system brings, merchants are glad to accept the checks. As a consideration for having the privilege to accept them the publisher can insist on the merchant contracting for a certain amount of advertising space to be used during the year. If the amount of the space is made large enough the publisher may agree to redeem a part of the coupons, say 20 per cent, by deducting that amount from the amount of the merchant's advertising account. This, however, is not necessary. The increase in trade will justify the merchant in accepting the coupons.

Where this plan has been tried the experience has generally been that the merchants were more anxious to accept the coupons than the publisher was to have them do so. If the publisher uses tact, this plan will help him fill his advertising columns with profitable advertising; and it has been demonstrated time and again that the plan increases the circulation.

If adopted, the plan must be well advertised. In fact, its success depends very much on the way it is presented to the people. Not only should the paper contain announcements, explanations and commendations of the plan, but circular matter should be used freely throughout the county.

A list of the merchants accepting the coupons should, of course, be kept in the paper as long as the plan is employed.

This is a good plan to use where solicitors are employed in the circulation department. A good solicitor can easily make a prospective customer see that on this plan he gets the paper absolutely free.

But, after all, we come back to the first principle that the best possible plan is to make a good paper. Without this every plan and scheme will fail.

GOOD ADVICE TO PUBLISHERS.

W. R. Estes, publisher of the Madelia (Minn.) Messenger, in an editorial in his paper of March 23, says:

The news columns of a newspaper belong to the readers, and in them should appear the news as it is, unbiased by the opinion of the editor or publisher. The editorial page is reserved for the editor; in that he should express his opinions of current events—his readers have a right to his views. The advertising columns are the commercial commodity that the publisher has to sell—he has a right to use them so as to secure the best income. The three departments should be distinct and independent of each other. The advertising patronage should not be allowed to influence the editorial opinion, and the editor's opinion should not be mixed with his news.

These are about "our" sentiments, Mr. Estes, and should be followed as nearly as possible.

AN EDITOR IS ELECTED MAYOR.

IF THERE is any one man in a community especially qualified to know the needs of a city and all its wants, it is the wideawake editor of a first-class local paper. The live editor is brought into touch with every interest, every industry, every enterprise, and besides he is apt to know, through his calling, much of what is being accomplished in the way of public improvements, parks, sanitation, libraries, education, manufactures,

and the kindly feeling towards me, and assure you that I have no malice in my heart, no vengeance to wreak upon anybody, and that my only aim shall be to serve you—one and all—to the best of my ability and be ever watchful of the city's interests and strive for that which in my judgment will result in the greatest good for the greatest number.

ED. L. LUCKOW.

He says of his defeated Republican competitor for the place:

"The defeat of our friend, Mr. Marriott, is due to a combination of peculiar circumstances rather than lack of popularity. He may have erred, but to err is human, and he still has many warm friends who know that he is made of the right kind of metal, and that he will continue to put his shoulder to the wheel and give his assistance in pushing for progressive Baraboo."

ADVERTISING WISDOM.

Be sure that you fulfill your advertised promise as the readers understand it.—Pacific Coast Advertising.

* * *

The only advertising rule that is applicable to all cases is, use your own common sense and judgment.—Advisor.

* * *

If you've got something to offer a man, rest assured he will welcome your ad. and give it a hearing if you say it right and print it right. And every different way you print it may be right—right for certain ones. Change it often and in the long run you'll hit 'em all.—Profitable Advertising.

* * *

Advertising undoubtedly takes away the business from those who do not advertise and gives it to those who do, and those who have succeeded best, growing day by day, have been those who have been the most persistent advertisers in season and out of season.—Anaconda (Mont.) Standard.

* * *

A country merchant can reach the people within the radius of his price influence by an intelligent, persistent use of the newspapers in his section. Few merchants who use newspaper space so as to obtain the maximum advantage from it have either the means or the necessity to go into the numerous schemes which come up from time to time.—Pacific Coast Advertising.

* * *

No man would engage a cigar stand Indian or clothing house dummy to greet his customers as they came to his store. No more should you greet them with meaningless nothings when you meet them through the medium of the local paper. When Judge Smith or Farmer Jones reads your advertisement, he ought to feel in it the same hearty ring as sounds your "Good Morning" when you occasionally meet them.—Pacific Coast Advertising.

* * *

I think that business men generally do not pay enough attention to holding the customers that they have already secured. Their energies are devoted to getting new people into the store all the time, and when that is accomplished they consider their advertising effort well ended. It is just as necessary to advertise to a customer as it is to a prospective customer. As it is in life insurance, so it is in business generally. "Lapses" are a great drain on a business.—Hardware Reporter.

* * *

The little "want" advertisement which has become so popular is a silent buyer, a silent seller and a silent purveyor of good. It possesses the double virtue of being cheap and profitable. It brings labor to the unemployed and help to those who desire to employ. It makes homes for men and women. It transfers property and in a general way is responsible for 25 per cent of the business transacted in the commercial world. It fills empty houses and brings prosperity to the landlord. It gives the poor working girl employment; it sets men up in business; it gets you an agent if you desire one; it gives you an opportunity to borrow money where the rate of interest is the lowest; it furnishes you a medium of exchange; it tells you, in fact, where to go, when to go, how to go to every place, everywhere and secure something that you may want, and to which no other medium ever devised could successfully direct you.—Denver (Col.) Times.



Mayor E. L. Luckow, Baraboo, Wis.

better municipal management and everything else desirable, by other cities. Through this he is able to understand the possibilities in his own city and to more intelligently aid in its government and advancement. It may have been with some such view that the good people of Baraboo, Wisconsin, have just elected Editor E. L. Luckow, of the Democrat, Mayor of that beautiful city, with its five thousands of intelligent, wideawake people. Baraboo made no mistake in this choice. This will be the verdict of the editors all over the United States who have had the pleasure of meeting Mr. Luckow in the conventions of the National Editorial Association. Baraboo is a Republican city, while Mr. Luckow is a Democrat and the editor of the only Democratic paper in his county, yet he went in with 118 majority, being the only member of his party elected on the city ticket.

There is a lesson to all other editors who may have the burdens of office thrust upon them in the manner that Mayor Luckow received his election. He said in his first issue after the election:

To the people of Baraboo:

Much as I am interested in the growth and welfare of beautiful Baraboo, it has not been my ambition to become Mayor, but since the honor has come to me without solicitation, I cannot refrain from expressing my hearty appre-

Among the Associations.

THE EDITORS AS OTHERS SEE THEM.

LAST month a full account of the proceedings at New Orleans of the hardest working deliberative body in the United States were given in full. These proceedings with the papers made a complete and valuable book on newspaper making and showed more work performed in three days by the members of the National Editorial Association than would be accomplished by the U. S. Congress in a month or by any other conferences of printers, preachers or teachers in a week. There were seven solid, working sessions, every minute occupied in the three days, yet only small portions of the work done and the real instruction received were revealed by these seven sessions. Aside from the instructive private shop talks and travel and the valuable knowledge obtained therefrom, the addresses at Memphis, at Grenada, Jackson, Baton Rouge and Hattiesburg were as entertaining and instructive as those delivered in



Convention Hall, N. E. A., New Orleans.

the convention. No other address of the whole occasion was so filled with thought, knowledge and inspiration as was that delivered by Bishop Chas. R. Galloway at Jackson, Mississippi, and printed in full in this issue of the National Printer-Journalist. Others delivered at the same time and at the banquet in Jacksonville approached very nearly in valuable thoughts to this peerless address of the learned Bishop. Not one of them was stilted or perfunctory. It is only to be regretted that these treats were not anticipated and an official stenographer taken with the party so that nothing had been lost of the forty speeches made to and by the editors en route before the arrival at New Orleans.

AT MEMPHIS.

This great city of the Middle South was first to extend a welcome to the editors and it was given in a manner worthy the hospitality of this wealthy, enterprising and rapidly growing municipality. The editors were breakfasted on their arrival at 10 a. m. Tasty decorations and numerous bouquets of flowers added much to the scene in the dining room, and, while fatigued from their journey from St. Louis, the very sight of such a scene as the dining room presented was refreshing. This refreshment, however, was not so substantial as that to which the visitors were treated when breakfast was served. An elaborate menu, especially prepared for the occasion, was served in courses. The

broiled chicken, juicy steaks and appropriate accompaniments were heartily relished. As the committees in charge had arranged everything to fit within the time allowed, nothing was left but to heed the announcement that the cars were in waiting at the custom house, ready to take all for a trolley ride over the city.

The Memphis Appeal made the following record of the visit:

As quickly as possible the ten or twelve special cars which had been kindly furnished, as a compliment to the editors, were loaded and a fast run was made into South Memphis. The first stop was made at the Tennessee brewery. The hospitality of that company was enjoyed for a brief period, and then to the compress the visitors were taken. They were shown a "live compress" in operation, and then no stop was made until Montgomery Park was reached. This is, in brief, a generalized history of the day up to Hon. William R. Moore's reception at the Peabody Hotel during the afternoon, an informal wine feast at the Tennessee Club, at which Capt. W. B. Mallory was host, and the theater party during the evening.

The breakfast was marked by no formal speechmaking. Mayor J. J. Williams, who was chairman of the reception committee, officiated as master of ceremonies, and in making his brief address of welcome he said it was a pleasing duty to greet such a body of newspaper men and thinkers, as well as to turn the city over to them without reserve for the day. He had no idea of making a speech, realizing that the breakfast which was about to be served would be vastly more entertaining than any remarks from him. "We are glad to have you with us," concluded the mayor, "and we hope to make the day so pleasant that you will leave with kindest memories for what we think the best town in the South."

C. P. J. Mooney, of the committee of arrangements, followed, though not so much for the purpose of welcoming the guests as to explain to them the programme for the day. This he did, in accordance with what has already been outlined in the introduction.

When the ladies and gentlemen arrived at the brewery it seemed that everything had been transformed into a glass of "fresh, cool beer"—fresher and cooler than it is possible to obtain uptown—and the very best foot was put forward by the managers and attaches of the brewing company. The freedom of the plant was tendered all hands, and men were present to make any explanation which the strangers were disposed to ask.

SOME SPEECH-MAKING.

After some little time had been spent in social converse and equally pleasant converse with the beer, H. J. Forsdick of the local committee called the company to order and introduced Mr. Mooney, announcing that he would tell the editors and their friends something of Memphis. The introduction to the address was historical, and recounted facts and incidents which mark the pages devoted to this section from the time DeSoto discovered the Mississippi down to the present day of commercial growth and industrial expansion. He explained that a Tennessean, whom all Americans ever delight to honor, whom all alike revere, whom all alike regard as a true type of the great man, had laid out Memphis. That man was Andrew Jackson. In dealing of the to-day he called attention to the fact that twenty-odd years ago Memphis was practically ruined by a plague, but that, despite all obstacles, she had grown to be a city of more than 110,000 inhabitants, as well as attained the distinction of sixth in point of health of all the cities of the United States. Memphis was a city of good morals, a city of culture, yet a liberal city, one of the most conspicuous horse-racing points in the Union and a center where "racing gentlemen" were still on the "dead level." He called attention to the Waring system of sewers which is in operation here and told of the delegations which come here for the purpose of inspecting them. They had been copied in three or four hundred other cities, and even Paris was sewered just as Memphis is. As to the stability of the city, he told the visitors of how the banks were sound, and the business men prosperous. Not a bank failure had occurred in twenty-five years and not a mercantile failure of extent for three years, and concluded by saying that, while Memphis was a Southern city, her people are always happy to meet representatives from any or every other section of the United States.

President R. H. Henry, of the National Editorial Association, of Mississippi, editor of the Clarion-Ledger, was

then called on, and he responded in a happy vein. He regarded Memphis as a Mississippi city, frequently his State having tried to take her in, but some way or other Tennessee would not allow it. He said Memphis was frequently referred to as the Chicago of the South, and added that the designation was a good and a true one.

Calls for William Fitzgerald brought that member of the reception committee to the platform—a stairway which was utilized for the occasion—and he characterized the city of his home the metropolis of three great States—Tennessee, Mississippi and Arkansas. He also referred to the history of the city and called attention to the fact that in the late war the unpleasantness of the '60s was lost, totally eclipsed by Old Glory, and that her sons fought side by side with those from every State in the Union at Santiago, and added that now no North, no South, no East, no West existed. He was frequently and liberally applauded.

The call to cars came at the conclusion of Mr. Fitzgerald's address, and in a few minutes the guests were inspecting the wonderful system of compressing cotton from its big form into the compact bale which is used in shipping to both export and domestic consuming centers. This was a marvel, and as it happened to be the new system of the Montgomery square bale people, the density was really remarkable to a few of the Memphians. The stop here was brief and the run was made direct to Montgomery Park.

AT MONTGOMERY PARK.

At that famous racing resort there are some 300 or 400 of the bang-tail turf aristocrats, wintering and being trained for the campaigns throughout the country the coming spring and summer, and Secretary Macfarlan had very kindly arranged with a number of the trainers for an equine parade, which lasted long enough for Mr. Mooney to tell the visitors something of each of the candidates for turf laurels. This was indeed a novelty to a majority of those in the party. True, all of them knew more or less about racing and race horses, but when the talk was about a "two-year-old valued at \$40,000," and a "colt, which, in his yearling form, had commanded a \$10,000 offer which had been refused," more than one pair of eyes got the wider.

At the conclusion of the talk regarding the race horses, Capt. W. L. Trask was introduced and delivered an entertaining address on the commercial interests of the city of Memphis, to which was added a recital of many facts borne out by statistics regarding the South and her resourcefulness. One of the catchy things which Capt. Trask said was that Tennessee had more different kinds of soils and more different kinds of climates than any other State in the Union. While this is physically and scientifically true, the guests were never so thoroughly aware of it in their lives as last night when the day's festivities were over.

The Country Club doors were thrown open to the party and all had a pleasant rest after their trip, as well as being introduced to those liquid refreshments which always go with the dispensing of Tennessee hospitality. The cars were in waiting at the gate, and the visitors had little time when they arrived in the city to prepare for the reception which had been arranged in their honor by Hon. William R. Moore. This was given in the dining room and parlors of the Peabody Hotel, and M. W. Connolly officiated as toastmaster.

COL. WILLIAM R. MOORE'S HOSPITALITY.

On taking the chair Mr. Connolly acknowledged the honor conferred upon him by being selected as President and toastmaster of the meeting, complimented Col. Moore on his generous hospitality, expressed his regrets at not being able to have spent the day with the Association, declared that the compress which many of the delegates witnessed in operation was nothing to the crunch that fell on the cotton planter when the price of the staple went below five cents, congratulated the survivors of the attack on the brewery and expressed the hope that ample hospital and ambulance provision had been made for those who had fallen and in a felicitous manner referred to the trip to the jockey club, ending by introducing the host, who read an original poem.

Toastmaster Connolly called on President Henry, of the Association, next. Mr. Henry said it would be a bold man to attempt to deliver a set address where such mirth,

good-fellowship and free-flowing hospitality were the order of the hour, but in a graceful manner he thanked Col. Moore for the reception, on behalf of the Association. Several other brief addresses were made, and among those who spoke were Wolfe Londoner, of Denver; G. A. Willard, of New York, and B. B. Herbert, of Chicago, who is the father of the Association. All of them were in happy vein and each speaker shared in the applause. Refreshments were served all the while and the guests were highly pleased with their reception.

AT THE TENNESSEE CLUB.

This function had hardly been brought to a period when it was blended into an informal one of a similar character which was held in the Tennessee Club. Capt. W. B. Mallory, the host, as soon as the guests assembled in the dining room, called them to order and Mr. Mooney was introduced as toastmaster. His introductory remarks were to the effect that a number of sentiments had been expressed, and by representatives of a number of different sections, but that one gentleman of the party hailed from New England, and who had been called on once, had not



President R. H. Henry Accepting Silver Service.

been heard from. He referred to J. B. Maccabe, of Boston. Mr. Maccabe's response was terse, but he expressed a deep appreciation of the entertainment which all had received at the hands of Memphis, and after a witty play upon the name of the host in connection with the famous steamship line which bears his name, and in which Bostonians are always interested, concluded with a call for a toast drunk to the health of the host.

Judge Jacob S. Galloway, as a Tennessee representative of New Jersey, was next on the floor. His remarks were of the characteristic humorous and entertaining manner peculiar to him, and were thoroughly enjoyed.

R. H. Henry was a third time called upon, but he explained that he thought the time should be allotted to some of the others. He suggested the name of John M. Hunter, of Maine, a man from another section, which had not been heard from. B. F. Louthian, of Indiana, was the next speaker, and the address-making concluded with one which sparkled with wit and entertainment.

Mr. Mooney explained that many sections had been heard from through the gentlemen of the Editorial Association, but he wanted the reception to conclude with a word from one of the ladies of the party. He called on Mrs. Mildred B. Wilder, who owns and edits a successful weekly newspaper at Citronelle, Ala. She captured her listeners with her happy thoughts and trite expressions, and none of the speakers of the day received such hearty approval.

The visitors, when they left the Club, dispersed for

dinner, and after that was over they met at the Peabody Hotel, some of them, and proceeded in a body to the Grand Opera House, where a theater party was given them. The others went in as stragglers, but all in all the time was pleasantly spent until train time.

Breakfast the next morning was enjoyed at Grenada, a beautiful and wide-awake city, of which Editor Guy A. Willard says in his Booneville, N. Y., Herald:

AT GRENADA.

About midway between Memphis and Jackson in the hospitable and fertile State of Mississippi, is the city of Grenada, noted for its warm-hearted people, that excellent educational institution, the Grenada Female College, the center of a large agricultural district, and a favored city of Mississippi, and rich in the men and women who make up its population. Inspiring music from a colored band roused us from dreamland on that Saturday morning in February when we were first introduced to Grenada, where was given a plain but heartfelt welcome that shall ever be with us. Hastily making our sleeping car toilets we followed the band to the court house where a hearty breakfast of fruit, rolls and steaming hot coffee refreshed and gratified us for the day's activities. From the temple of justice we were escorted to the temple of worship, the First Baptist church of Grenada, where welcoming addresses were in order. The master of ceremonies was none other than Editor J. W. Buchanan of the Grenada Sentinel, whom we had met on a recent trip to Oregon, who has a warm heart beneath a rough exterior, and who was the director general of our stop in his interesting city. He served in the Confederate army during the war, but now is proud to be counted a citizen of the Union, loyal and true to the interests of our great country, and we could not help but honor and admire him for the manner in which he speaks of the united country and the feeling of love and regard which he entertains for the "old flag" which wears the stars and stripes. It was no perfunctory welcome which we received at Grenada. Editor Buchanan extended the glad hand and called upon Rev. W. M. McIntosh, President of the Grenada college, who delivered an eloquent address of welcome. In the course of his remarks he said:

"We feel that your visit to our State marks the beginning of a new era, and that we shall be placed before the world in our true and proper light. The supreme vindication of the old South came through literature, and it is to the united press that we must look for the supreme development of the new.

"When the true revelation shall be made of the many-sided beauty and strength of our social and industrial systems, when the great awakening in every department of material and intellectual life that is thrilling the South to her uttermost circumference shall be chronicled, then there will be a mighty movement of immigration that will build up our waste places and make them blossom as the rose.

"We look to you, gentlemen of the press, for a correct statement of the mighty renaissance of our section.

"It is yours to show that people who endured for four long years the horrors of the civil war, and without complaint turned and wrung from the ashes of the past a new and greater civilization are now keeping step with the movements of the outer and richer world, and may be relied upon in any emergency, great or small, that touches the national life.

"It was not Grant's success at Vicksburg, it was not Lee's defeat at Gettysburg, it was not Sherman's march to the sea, it was not Farragut's victory at New Orleans that whipped us in the civil war, but it was the Northern press that wrote us down, and now, gentlemen, we feel it your Christian duty to write us up again.

"In behalf of the people of Grenada, Mississippi, and the entire South, I again extend you a hearty welcome."

President R. H. Henry responded for the Association in a fitting manner, and it was reserved for Rev. W. A. Hamlett, a gifted gentleman, the pastor of the First Baptist church of Grenada, to speak words of welcome. His address appears elsewhere in this issue under the caption of "A Ministerial View."

Editor Willard, of New York, responded most eloquently; a visit to the Seminary was hastily made, farewells said to the bright ladies, pupils and teachers who had been so active in entertaining the editors.

[TO BE CONTINUED.]

TO BE UNFURLED IN PARIS.

The Stars and Stripes, the Flag of the National Editorial Association, to be Used at the Unveiling of the Children's Lafayette Statue in Paris, July 4, 1900.

The following letters explain themselves:

Jerseyville, Ill., April 21, 1900.

B. B. Herbert, Chicago, Ill.

Friend Herbert:—The enclosed correspondence explains itself, and I wish you would make note of it in your next Journalist. You know at our meeting in Oregon a resolution was adopted tendering our flag to the committee in charge of the unveiling of Lafayette statue in Paris, and in accordance with that resolution I wrote to Mr. Peck the enclosed letter, and received a reply, which I also enclose. I forwarded this letter to Colonel Elliott with request that he send the flag to Mr. Peck, and he has done so. I think this is a great honor to our association.

The flag is historic, and being the property of the National Editorial Association there could be no better emblem used in the dedicatory services of the statue erected by the youth of this country.

There was some talk of selecting some person to take this flag to France, but as the association has no money for such a purpose, and as the only person who has any authority to do this would be Colonel Elliott, the custodian, and it is not convenient for him to go, I arranged for it to be used as shown by enclosed correspondence.

Yours respectfully,

J. M. PAGE.

Jerseyville, Ill., April 11, 1900.

Hon. Ferd. Peck, U. S. Commissioner, Paris, France.

My Dear Mr. Peck:—When the Eiffel tower was erected in France, during the former exposition, there were ceremonies which took place connected with the new Statue of Liberty Enlightening the World. Colonel D. H. Elliott, then residing in Florida, was in Paris at the time, and although he had served in the Confederate army, he loved the Stars and Stripes, and was possessed of a flag, the gift of Henry W. Grady, made at the "Bon Marche," Paris, of beautiful French banner silk. The flag is eight by twelve feet in size.

Colonel Elliott says of the occasion and his connection therewith:

"On the Fourth of July, 1889 (during the Paris Exposition), Americans presented to the City of Paris the Statue of Liberty Enlightening the World, by Bartholdi. It was unveiled on an island in the Seine, just below the Eiffel Tower. The presentation of the statue was made by Whitelaw Reid, then our Minister to France. It was received by President Carnot, then President of the French Republic. Both gentlemen in their remarks pointed and referred to the flags of the sister republics in the skies together. This was the flag I had promised Henry W. Grady, of the Atlanta Constitution, I would take to the tomb of Lafayette, and from there to the top of Eiffel Tower, and wave it therefrom at 12 o'clock noon, July 4, 1889, which was done, and on account of the day and occasion, Mr. Eiffel kindly allowed it to be placed on a staff at the top of Eiffel Tower, where it remained until 5 p. m."

On Colonel Elliott's return to this country he brought the flag with him, and in 1889, when the National Editorial Association of the United States held its annual session in Detroit, Mich., he there presented the flag to the association, and was afterwards elected Flag Custodian of N. E. A.

The first meeting of the association thereafter was held in Boston, and Judge A. B. Norton, the eloquent orator of Texas, answered the toast, "Our Nation's Flag," using this flag as an emblem, and the flag has been used in the decorations at every meeting of the association since that time.

Our association is composed of 15,000 newspapers of this country and at the meeting held in Portland, Oregon, in July, 1899, a resolution was adopted requesting that this flag be used at the dedication of the monument in Paris, July 4, 1900. At our last convention, March 1, 2, 3, the following communication was drawn up and signed:

New Orleans, March 1, 1900.

Honorable Commissioners in Charge of the Unveiling of the Lafayette Statue in Paris, July 4, 1900.

The National Editorial Association at its last annual meeting instructed its present officers to tender and ask

the acceptance of their flag to be used in the exercises pertaining to the unveiling of this statue.

The press of the United States has encouraged the providing of the monument and feels proud of the achievement by the children of the United States of America.

This association will gratefully appreciate the acceptance for use on this occasion of their banner in honor and remembrance of the noble patriot who so ably helped in the defense of our homes, and assisted in the establishing of our liberty.

R. H. HENRY, President.
MATT PARROTT, First Vice-Pres.
F. B. BAILLIO, Second Vice-Pres.
ALBERT TOZIER, Third Vice-Pres.
J. M. PAGE, Cor. Secretary.
R. M. WHITE, Rec. Secretary.
JAMES G. GIBBS, Treasurer.
D. H. ELLIOTT, Flag Custodian.

I know of no flag which so embodies the whole country as this one does, and, if agreeable to you, and to the gentlemen having the exercises in charge, I would be pleased to have the flag sent to Paris to be used at the dedication of the monument.

The monument is erected by the youth of this country; the flag is the property of 15,000 newspaper men. What more fitting than this could be used at such a time? If this meets with your approval, and you will notify me how to forward it to Paris, and to whom, you will greatly oblige me.

I have sent a copy of this letter to your Chicago address, also to Paris, as the time is none too long to arrange for the flag's being in Paris, providing, of course, you so desire. Yours respectfully,

J. M. PAGE,
Cor. Sec. N. E. A.

Chicago Offices, April 13, 1900.

J. M. Page, Esq., Corresponding Secretary National Editorial Association, Jerseyville, Ill.

Dear Sir:—Your favor of the 11th instant, addressed to Commissioner-General Peck, is duly received.

I think that the suggestion of your association is a very good one. If you will send the flag to this office, we will see that it is forwarded to Paris in time for the use which you suggest.

I note that you have sent a duplicate of your letter to the Commissioner-General at the Paris offices. I will advise him at once that I have accepted your proposition.

Please send the flag by express at your early convenience, and oblige, very truly yours,

WILLARD A. SMITH, Director-in-Chief.

* * *

Southern Minnesota has an organization of "Home Print Editors." The leading object of the first meeting seemed to be to force foreign advertisers to pay fair prices. Ready print houses were referred to as the greatest enemies to home print papers for the reason that these patent inside establishments take advertising at prices ruinous to the newspaper publisher. The following officers were elected: President, W. R. Estes, Madelia Messenger; Vice-President, C. Avery, Hutchinson; Secretary, E. K. Whiting, Owatonna Chronicle; Treasurer, H. J. Miller, Luverne Herald. Executive Committee—W. F. Schilling, Northfield News; E. C. Huntington, Windom Reporter; John A. Johnson, St. Peter Herald; N. S. Gordon, Crookston Journal; H. C. Hotaling, Mapleton Enterprise. The name of the new organization is the Home-Print Press Association of Minnesota.

* * *

A committee of the Pennsylvania Editorial Association reported at the last annual meeting the defeat of the law for the publishing of the session laws. The law was admitted by the Governor and the members of the Legislature to be desirable every way, but impossible through the depleted condition of the State Treasury. It is hardly necessary to remark that such a condition should not exist in so rich a State as Pennsylvania. The fact is in most of our States that the State Treasury is looted by politicians, through various methods, and the newspapers, that are expected to serve politicians and to boost them into public offices, are left without pay for needed work beneficial to all the citizens of the State.

If all public officers were paid only such salaries as they would receive for equal work when in the employment of a private firm or corporation, and all fees were required to

be paid into the State Treasury, under penalty of fine for double of the amounts wrongfully appropriated and imprisonment in State's prison for larceny, as in stealing from private individuals, there would always be abundance in the State, County, Township and City treasuries to meet all legitimate demands, and taxation in many of the States could be reduced one-half. It is little to be wondered, that there is a tendency to anarchy, when men who grab the largest sums from City, County, State and Nation without rendering an equivalent, are counted great and honored by the press and the pulpit and grovelled to by the bench and the bar. Newspapers could remedy a great deal of this by wise publicity, by showing the extent of this kind of public stealing.

* * *

Members of the Chicago Typographical Union have resolved to buy a farm for such members of the organization as find it difficult to obtain employment on account of age, illness, or the adoption of new processes, who will avail themselves of the opportunity to become self-supporting, which the Union will extend in the way of cultivation of land. By this means it is believed that unemployed members, who otherwise might become charges upon the organization, will be enabled to maintain themselves, be free from charity and retain their independence.

This is much better than lying in wait for and assaulting printers who do not choose to belong to the Union and are able to get work. The plan is commendable whether it proves profitable or not. Many employing printers will be glad to help such an undertaking—if arrangements are made for properly carrying out the plan—with both money and encouragement. Every American should strive to become a land owner and a possessor of a home.

* * *

A call has been issued by direction of the Republican Editorial Association of the State of New York for a national convention of delegates from all the Republican State Editorial Associations in the United States, to be held at 3 p.m., on Monday, June 18, the day preceeding the opening of the Republican National Convention at Philadelphia. The editors have been tendered the use of a meeting room in the new building of the Philadelphia Press. Arrangements will no doubt be made to secure seats in the National Convention for the editorial delegates, and Secretary A. O. Bunnell, of the Dansville (N. Y.) Advertiser, requests that each Republican State Editorial Association forward to him, before June 1, the list of its five delegates selected to attend the conference at Philadelphia. The President and Secretary of each Association will be delegates ex-officio, in addition to the five regular delegates.

* * *

A Buffalo, N. Y., printer was discharged at the dictation of the Union to avoid a strike, but a most just and learned court allowed judgment against the Union in favor of the discharged printer for the full amount of his wages while out of work, with all expenses incurred in seeking new employment—\$650 in all. The officers of the Union ought also to have been fined and imprisoned for this interference with a free American citizen in his guaranteed right to labor for whom and on such terms as he may choose.

* * *

The Law and Collection Committee of the N. Y. Typothetae has made arrangements to furnish the members special mercantile reports obtained within 24 hours by writing or telephoning to the office of the Typothetae. Arrangements have also been made by the committee to aid collections by special efforts of an experienced collector. There is no reason why the office of each Typothetae should not to some extent be employment and information bureau as well.

* * *

Slugging of non-Union printers still continued at Kansas City up to the last accounts. The loss of an eye by a blow was one of the latest calamities to a printer for exercising the right of an American citizen to work without the permission of the organized American Mafia, the conspirators against personal liberty.

* * *

The Upper Peninsula Press Association is a new organization of Michigan editors in the Lake Superior District. The first meeting was held at Ishpeming. The association is organized for the purpose of uplifting and bettering the newspapers of the Lake Superior District and to bring the editors and publishers into closer and more friendly rela-

[CONTINUED ON PAGE 780.]

Ye "POST" OLD STYLES

The following Letter explains itself:

BUSINESS DÉPARTMENT

THE CURTIS PUBLISHING COMPANY

PHILADELPHIA

GEORGE H. LEWARS
BUSINESS MANAGER

January 26, 1900.

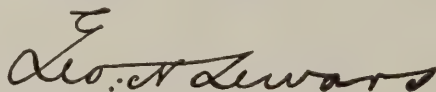
American Type Founders Company,
Mr. G. F. Jordan, Manager,
606 Sansom Street,
Philadelphia.

Gentlemen:--Acknowledging your favor of the sixteenth instant, asking permission to produce in type some faces similar in design to those used on the old style heading of the Post; I am directed by Mr. Curtis to say to you that we are glad to grant your request, and also to permit you to call the new type "Post Old Style Roman and Italic" Series.

We trust that the business your Company may procure in this direction will abundantly justify you in placing the design before the trade.

Very truly yours,

THE CURTIS PUBLISHING COMPANY



Business Manager

See Showing on opposite page

American Type Founders Co.

Y^e "POST" OLD STYLES

PATENT APPLIED FOR

30 POINT POST OLD STYLE ROMAN No 1 4 A 6 a \$4 25

AN ORIGINAL FACE
made from the Drawings
furnished by the Originator

24 POINT POST OLD STYLE ITALIC 5 A 12 a \$3 75

The "POST" OLD STYLE ITALIC
is a fac-simile of the lettering used in
'The Saturday Evening Post'

18 POINT POST OLD STYLE ROMAN No 2 7 A 10 a \$3 25

POST OLD STYLES
will comprise two distinctive Series
of Romans and one of Italic, rang-
ing in sizes from 6 Point to 72 Point

18 POINT POST OLD STYLE ITALIC 9 A 20 a \$3 00

A COMMENDABLE AND USEFUL SERIES
"Post" Old Styles will become standard faces,
they being well adapted to all classes of jobbing.
No printer can go wrong by investing in them.

24 POINT POST OLD STYLE ROMAN No 2 5 A 8 a \$3 50

COMPARE this Type Style
with the Headings used in
"The Saturday Evening Post."

American Type Founders Co.

[CONTINUED FROM PAGE 377.]

tions with each other, and it starts out with a determination that augurs well for its future success and permanency. Two meetings will be held each year—one in the summer and one during the winter. The first will be for pleasure and recreation and the latter for business, at which papers of interest to the craft will be read and discussed. The following officers were elected, who will hold their office until the midsummer meeting: President, E. F. Van Valkenburg; Vice-President, Geo. A. Newett; Secretary and Treasurer, E. W. Kibby; Executive Committee, I. G. English, L. A. Cates, Geo. A. Newett, Miss Maggie Walz and Geo. Holbein.

* * *

At the thirteenth annual convention of the Inland Daily Press Association, held at the Palmer House, Chicago, the following officers were elected: President, Will B. Buford, Age, Clinton, Ia.; Vice-Presidents, D. W. Grandon, Telegram, Adrian, Mich.; A. W. Glessner, Gazette, Galena, Ill.; C. A. Warwick, Constitution-Democrat, Keokuk, Ia.; W. Bent Wilson, Journal, Racine, Wis.; Secretary and Treasurer, Ira S. Carpenter, News, Michigan City, Ind.; Executive Committee, George B. Campbell, Argus, Owasso, Mich.; John L. Mahin, Journal, Muscatine, Ia.; J. C. Wilmarth, Gazette, Janesville, Wis., A. H. Lowrie, News, Elgin, Ill.; J. S. Conlogue, Sun, Kendallville, Ind.

* * *

"The Northern Wisconsin Press Association" is the name adopted by a new association organized at Chippewa Falls, and composed of sixty newspaper publishers of Northern Wisconsin. The first meeting was a great success. Many questions were ably discussed, and the entertainments tendered were especially enjoyable. We notice as speakers at the banquet two names familiar to the members of the National Editorial Association, Past President B. J. Price of Hudson, who spoke to the toast, "The Art Preservative," and Mrs. Flora B. Ginty, who talked about the "Old Files." The following officers were elected: President J. E. Jones, Washburn; Vice-Presidents, T. J. Cunningham, Chippewa Falls; Byron J. Price, Hudson; Secretary, Will H. Chapple, Ashland; Treasurer, F. F. Morgan, Cumberland. Executive Committee—E. F. Grayson, Tomahawk; George T. Cooper, Black River Falls; Ed. L. Peet, Grantsburg.

* * *

The Marseilles, Ill., Plaindealer suggested at an early date that the summer meeting and outing—decided upon as one of the features in the future, at the last annual convention of the Illinois Press Association—a trip down the drainage canal and future great inland waterway. "To intensify State and National support therein," says the Plaindealer, "through the columns of the State papers, an accurate, personal knowledge of the entire route is most desirable. To gain this a trip by the editors from Chicago to St. Louis, by easy stages, and to occupy several days of time, would be an excellent idea. Starting at Chicago and taking the channel to Lockport, then by train to Peru, a boat there could be chartered for the water trip to St. Louis. Towns en route would jump at the opportunity to entertain the editors on their way, and our own city of Marseilles certainly would find it emphatically profitable to be on the front seat in this respect. If the tour was taken in June, especially, Marseilles would be at its loveliest."

* * *

At a meeting of the Northwestern Publishers' Association of Minnesota, held April 7, George N. Lamphere, late publisher of the Moorhead News, was elected Secretary and Manager. Mr. Lamphere will open an office at St. Paul and will take charge of the business end of the association at once.

* * *

Secretary's Office, Texas Press Association, Cisco, Tex.
April 7, 1900.

Hon. B. B. Herbert, "National Printer-Journalist," Chicago, Ill.:

Dear Brother—I desire to offer as a suggestion to the other Secretaries of State, or State and District Press Associations, that we form a National Secretaries' Association. This for the advancement of the individual organizations which they may serve. It occurs to me that some good might be derived from a move of this nature and much more good than might at first be expected. I would like to hear from others on the subject through our national medium, and if thought advisable would be willing to bear

my share of the burden, expecting to reap my share of the benefits.

Fraternally yours,

FRANK VERNON, Secretary T. P. A.

* * *

The International Typographical Union Convention is to be held at Milwaukee, Wis., August 13, and it is stated by the Chairman of the Program Committee, in his circular soliciting advertising, that "the present indications are that it will be the largest gathering of printers ever held in the United States."

* * *

Very complimentary resolutions were adopted by the Connecticut Typothetae in honor of Mr. C. S. Morehouse on the occasion of his recent retirement from business. Mr. Morehouse was the founder of that organization and served as its President for many years and was then promoted to the Presidency of the United Typothetae of America, presiding at the every way notable convention in New Haven last September. He has been elected an honorary life member of the Connecticut Typothetae, with all the privileges of an active member and similar action will doubtless be had at the meeting of the United Typothetae in Kansas City, as he is universally esteemed. He has had a career of conspicuous success.

* * *

At a special meeting of the Executive Committee of the United Typothetae of America, held in Chicago, at the Auditorium Hotel, March 26, 1900, after hearing a full statement from Messrs. Franklin Hudson, Cusil Lechtman, Charles E. Brown, J. D. Havens, B. F. Burd, and Selden G. Spencer, of the Kansas City Typothetae, of the condition in Kansas City relating to the strike, and the causes leading up to the same, it was unanimously

Resolved, That this committee consider the cause of the employing printers of Kansas City a just one, involving no question of either wages or hours, but simply the right to manage and conduct their own business without interference in the selection of employes, and such other rights as are guaranteed by the Constitution of the United States to its citizens;

And whereas, they have been under extraordinary expense and financial loss through the defense and preservation of this right, be it further

Resolved, That we extend to the Typothetae of Kansas City our unreserved moral and such financial support as their necessities may require.

Resolved further, That we recommend the raising of an emergency fund of fifty thousand dollars, to be placed in the hands of the Treasurer of the United Typothetae of America, to be disbursed by him as occasion demands and upon the order of the Finance Committee, to the end that all legal and other incidental or extraordinary expenses of this strike may be promptly met.

We suggest as the means for raising this fund that subscriptions be made by the members of the local Typothetae upon the basis of one-half of one per cent of their annual payrolls, fifty per cent of which we request to be paid in cash at once, the remainder to be called for if necessary. Treasurers of local Typothetae are requested to remit subscriptions as fast as received to Thomas E. Donnelley, Treasurer U. T. A., 149 Plymouth Place, Chicago.

J. STEARNS CUSHING, FRANKLIN HUDSON,
Secretary. President.

AMOS PETTIBONE, Chicago,
CHAS. W. HORNICK, St. Paul,
H. P. PEARS, Pittsburg,

H. O. HOUGHTON (by J. S. Cushing, Proxy),
W. H. BATES (by Amos Pettibone, Proxy),

Members of Executive Committee, U. T. A.

* * *

The following named gentlemen were elected, on April 10, the officers and committee of the New York Typothetae for the ensuing year: President, Joseph J. Little; Vice-Presidents, Theodore L. De Vinne, John C. Rankin, Jr.; Secretary, E. Parke Coby; Recording Secretary, Charles H. Cochrane; Treasurer, Horace G. Polhemus; Executive Committee, I. H. Blanchard, A. H. Kellogg, Richard R. Ridge.

* * *

The "National Printer-Journalist" for March contained brief accounts of two conventions—one convention of the Missouri editors which met in St. Louis, the other of Illinois editors in Chicago. There is a good account, chiefly inter-

esting to printers, of the advance made in illustration as a process. The magazine is an excellent example of fine paper and clear type. Published at Chicago.—The Morning Mercury, New Bedford, Mass.

* * *

The Mammoth Printing Exposition, to be held May 2d to June 2d, 1900, at Grand Central Palace, will be one of the greatest exhibitions ever shown in New York City. Important concerns in all branches of the "art preservative" are daily applying for space, and the exhibitions will be varied in such a manner as to present everything connected with this art.

The Historical and Loan Exhibit, which was at first intended as one of the many interesting incidents to be on view, has developed to such an extent that it now promises to be the star attraction of the show. The magnitude it has attained has made it necessary to appoint a special committee to take the affair in charge, and some idea of the importance of the work may be gleaned from the prominence of the men who have agreed to act on this committee. It embraces in toto the names of Governor Theodore Roosevelt, Hon. Seth Low, Hon. Amos J. Cummings, Hon. John W. Keller, John E. Milholland, Esq., Joseph J. Little, Esq., Theodore L. DeVinne, Esq., Angus F. Mackay, Esq., and Owen Kindelon, Esq. The contributions to this instructive and interesting collection will include rare typographical works of art—archaic manuscripts, old books and documents, primitive presses, reflecting the gigantic strides made in perfecting these machines during the past half century, and in fact a multitude of typical curios, handed down to these progressive days from antiquity.

* * *

Chicago, April 10, 1900.

At the regular monthly meeting of Chicago Typothetæ, held April 5, a committee consisting of Mr. L. J. Corbitt, Mr. T. E. Donnelley and Mr. Toby Rubovits, presented the following resolution approving the action of the Executive Committee of the United Typothetæ of America, in reference to conditions at Kansas City. The resolution was unanimously adopted.

"Resolved, That Chicago Typothetæ, at a regular meeting held April 5, 1900, at the Chicago Athletic Association, approves and accepts the recommendation made by the Executive Committee of the United Typothetæ of America, at a special meeting called to consider the situation at Kansas City, and accordingly instructs its Treasurer to solicit and receive subscriptions as recommended by said Executive Committee (a copy of which circular is herewith enclosed) and pay over moneys so collected to the Treasurer of the United Typothetæ of America."

Kindly send your subscription to Mr. Franz Gindele, Treasurer, the amount of which would be one-quarter of one per cent on your annual pay roll.

W. F. HALL,
Secretary.

THOMAS KNAPP,
President.

DEATH OF A SUCCESSFUL NEWSPAPER PUBLISHER.

In the death of George H. Scripps, there passed away one of the most widely known and successful newspaper publishers of the nation. He died at the home of his brother, E. W. Scripps, near San Diego, California, on April 13th ultimo. The Cincinnati Post gives the following brief summary of his life:

"Mr. Scripps was born in England, coming to this country when three or four years old. He was reared on an Illinois farm at Rushville. When the Civil War broke out, he and his brother John were among the first to enlist. John lost his life and George H. his health. He was never married.

"George H. Scripps entered journalism on the Detroit Evening News more than twenty-five years ago. His wealth increasing with the growth of that great paper, he became one of the founders of The Cleveland Press. Then it was The Cincinnati Post that received the advantages of his thought and money, and later The St. Louis Chronicle, The Kentucky Post, of Covington, and the Kansas City World. His interests even extended to papers on the Pacific coast.

"Mr. Scripps was a man who had more newspaper investments than most newspaper men care to manage or acquire in a much longer lifetime. With his brother, E. W., and Milton A. McRae, he comprised the Scripps-McRae League partnership, and he held responsible office in all the companies publishing the League papers. He

was, in addition, treasurer of the Scripps-McRae Press Association Company, and one of the proprietors of the Detroit Evening News and Detroit Tribune.

Quiet and unassuming as was his way, he grasped the intricate details of newspaper publication, and he was a valuable counselor in those councils wherein were settled policies that have built up a dozen or more successful newspaper properties.

"It is doubtful if Mr. Scripps ever wrote a line of 'copy' for any of the many newspapers in which he was interested, but he was untiring in his efforts to help establish and preserve good and honorable methods and principles in the business departments, and in that fundamental work laid many a stone in foundations that are sound and enduring.

"The Scripps-McRae League partnership will be in no wise affected by the death of George H. Scripps, but will continue during the lives of the surviving partners, and the general management of all the corporations of which George H. Scripps was treasurer will be the same as heretofore."

HONOR AND PROSPERITY.

Arthur Capper, publisher of the Mail and Breeze, at Topeka, Kansas, has been so fortunate as to win for his journal the designation, office and emoluments of "Official State Paper of Kansas." It is a position along the line of newspaper making which can be worn with honor and accepted with a benefit to the business. This can be said of very few public positions. It should only be a sense of very grave duty that would cause a successful newspaper publisher to abandon the most honorable and useful calling known to the world to accept a public office. We are pleased, as will be the readers of the National Printer-Journalist, with the evidences of prosperity shown by the following letter:

Office of The Mail and Breeze,
Arthur Capper, Publisher and Proprietor,
Topeka, Kansas, April 16, 1900.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Illinois:

Dear Sir—Knowing that you are always glad to hear of the good luck that may come to any of your newspaper friends in Kansas, we take pleasure in informing you that on Friday, the day fixed by the Constitution of the State of Kansas for the election by the Executive Council of the Official State Paper of Kansas, the Mail and Breeze was by a unanimous vote elected to that position for the ensuing year.

It also gives us pleasure to inform our friends that last week we entered into contract with the Duplex Printing Press Company to manufacture for the exclusive use of the Mail and Breeze their latest pattern high speed Web Perfecting Press, to be delivered to us on June 1. We are informed that the Mail and Breeze is the only weekly newspaper in all the Territory west of Chicago which will own and operate a Web Perfecting Press. This investment of nearly \$10,000 in a fast printing machine was made necessary by the extraordinary increase in circulation during the past six months. In every advertising contract we now include a guarantee that the Mail and Breeze has a larger circulation than any daily in Kansas, a larger circulation than any semi-weekly in Kansas, and more than double the circulation of any news or agricultural weekly in Kansas, and in each issue we publish the actual number of copies printed and sold for the preceding week. I am very much pleased with the Convention number.

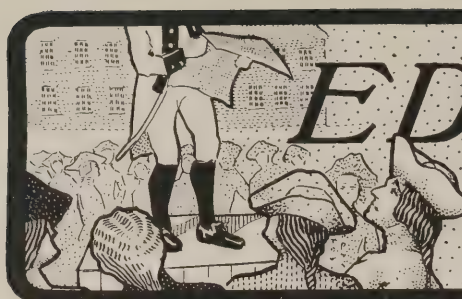
With kindest regards, we are,

Very respectfully,

ARTHUR CAPPER, Publisher.

ADDITIONS TO CHICAGO PRESS CLUB LIBRARY.

Among the recent additions to the Press Club Library are some thirty volumes from the Open Court Publishing Company, comprising learned works by Dr. Paul Carus, on Oriental religions, philosophy, etc.; the Philosophy of Lao Tze, Travels in Tibet, Tartary and China, by MM. Hue and Gabet; Darwin and After Darwin, Romanes, etc.; and the Speeches and Addresses of Senator Depew, from the author. In addition to these the current magazines have been bound, and now take their position among the new books on the library shelves. A large map of South Africa from the War Department has been suitably framed and attracts much attention in the reading room.



EDITORIAL

notes and points

ASLEEP IN THE SANCTUM.

By FRANK P. HULETTE.

["Albert H. Hilton, editor of the Fredonia, N. Y., Advertiser, was found dead at his desk in the Advertiser office yesterday morning. His pen had fallen to the floor, and he evidently died while in the act of writing the last line of an article for his newspaper. It is believed that death came to him just as the neighboring chimes were announcing the midnight hour."—San Francisco Chronicle.

The Editor sat at his desk one night,
His work for the day was o'er;
His pen had traced the finishing line,
While sweet and low through the sanctum door,
Was wafted the sound of distant chimes:
"Rock of Ages, cleft for me.
Let me hide myself in Thee."*

From the Editor's hand dropped the busy pen;
It's mission forever was o'er;
No more would it work in its humble way
For the good of mankind; yet still through the door
Came the dulcet notes of melodious chimes:
"Not the labors of mine hands,
Can fulfill Thy love's demands."

The Editor fell asleep in his chair,
His labors on earth were o'er;
His kindly hands were now at rest,
Yet still there stole through the sanctum door,
Softly and low, those sweet-toned chimes:
"Nothing in mine hands I bring;
Simply to Thy Cross I cling."

The Editor's lamp burned dim and low;
Like his soul, earth's vista was o'er;
No more would it shine on the Editor's desk.
Nor illumine his pen; for still through the door
Came the gentle sound of Angelic chimes:
"While I draw this fleeting breath,
When mine eyelids close in death."

The Editor's eyes were closed in death,
Life's tend'rest ties were o'er;
Deaf to the sound of a loving voice,
He mayhap heard through the sanctum door.
The soothing voice of the Heavenly chimes:
"Jesus, Lover of my soul,
Let me to Thy bosom fly."

* "Rock of Ages" was Editor Hilton's favorite hymn.

PRESIDENT PARROTT DEAD.

The death of Hon. Matt Parrott, President of the National Editorial Association, comes as a great disappointment and sorrow. While he had been very ill, it was thought at the time of the convention in New Orleans that he was gaining in strength and health, and that his then intended trip to Carlsbad and a spring and summer of rest and travel would fully restore him. But this was not to be. He had intended to sail on March 31st, but his condition was such as to make this impossible. He returned from the meeting of the Editorial Association, where he had been unanimously elected President, to Eureka Springs

and thence home. From there he was taken to the Sanitarium at Battle Creek, Mich., where he died on Saturday, April 21st, of Bright's disease, from which he had been suffering for several months. His funeral took place at his home in Waterloo, Iowa, on Wednesday, April 24th. The news reached us just as the last sections of this issue were going to press. Last month, in connection with the report of his election to the Presidency of the Association, was given a full outline of his noble and useful life. He had been one of the foremost men of Iowa for twenty years. His life was untouched by political intrigue or any shadow of dishonor. Had he been willing to enter combinations he might have been Governor of Iowa in 1897, but his sense of honor was always greater than any desire for office. He wanted no position that did not come as a recognition of worth and in the full light of acts that were, from his standpoint, in the line of public duty. In his candidacy and election to the positions of Mayor, State Senator, Lieutenant-Governor and President of the National Editorial Association, no one can say that he ever traded or plotted for place. He possessed singleness of purpose, quietness of manner, and decision of character. He was pure, kindly, gentle, and upright in life. He was a model and successful printer, editor and publisher, and was ever ready, in District, State and National Association, to give the best of his knowledge, experience, opinions and thoughts for the benefit of the members of the editorial calling. One of the pleasantest and most profitable weeks the writer ever passed was with him at the Convention of the United Typothetae of America, in 1892, at Toronto, where he attended as a Fraternal Delegate. Again at Atlanta in 1896, on the occasion of the meeting of the Executive Committee of the National Editorial Association, and many times since, his society and conversation have been enjoyed as a benison. Had he been a brother these occasions would not have been sweeter nor the love and friendship resulting therefrom deeper. His was a gentle spirit, a mind clear, free from any tarnish, warp or prejudice, and a heart and soul as pure as his life was upright. We write with tear-dimmed eyes and would that we could extend consolation to the noble wife and mother, the sons and daughters, whose hearts are pressed down by so great a loss, but the only refuge for such sorrow is the Rock of Ages cleft for poor mortals and the great bosom of pity, mercy and love, that throbs in commiseration even at the fall of a sparrow to the ground.

To us, it will ever be a deep consoling memory that we were permitted to speak a few feeble words of deserved praise in honor of the now deceased brother and friend on the occasion of placing him in nomination for the honorable office to which he aspired among the members of the calling that he loved. Would that he could have lived to fulfill its duties and enjoy its honors, conferring further favors upon the Association and its members. As it is, the memory of his life will ever be cherished as a blessing and an inspiration by the members of the National Editorial Association.



HON. MATT PARROTT, DECEASED.

Editor of the Daily Reporter, Waterloo, Iowa, and President of the National Editorial Association of the United States.

An ideal American citizen, a model printer, editor, and publisher; kindly, gentle, pure, and upright. His successful and perfectly rounded life will ever prove a blessing and an inspiration to the members of the National Editorial Association. He was a true man and a true friend and we loved him.

PRIZE OFFERED FOR A DESIGN.

We will pay \$5 to the artist or other person who will send to us the best sketch or idea for a line cut to be made one and one-half by six and three-quarters inches in size, to be used as a heading to our new department, "Publicity and More Work." See announcement on page 389.

The drawing should show the idea that "Iconoclast Builder" is smashing false advertising ideas, and is building, at the same time, a temple of business success. The drawing must have embodied the words, "Publicity and More Work," and must leave space for the following lettering to be set in in type:

FOR PRINTERS, PRINTER-JOURNALISTS, ENGRAVERS, DISTRIBUTERS, ETC.

WHY they should have these things.

HOW they can command them.

CONDUCTED BY "ICONOCLAST-BUILDER."

All inquiries, samples of work, etc., in connection with this department should be addressed to "ICONOCLAST-BUILDER," 186 Summer street, Boston, Mass.

Sketches of drawings for this competition must be in our office at the latest on May 15th.

By the policy of our new department, artists will be benefited, too, and their co-operation is respectfully solicited. We trust that their interest in the new department will induce a number to compete; but the competition is open to any one who has a good idea for reproduction. All drawings should be sent, charges prepaid, and will be so returned. Address, NATIONAL PRINTER-JOURNALIST, 334 Dearborn Street, Chicago, Ill.

* * *

Publishers will read with profit, this month, the article by D. M. Butler, of Lincoln, Neb., covering recent reports of judicial proceedings on "Newspaper Libel." The law is a schoolmaster, teaching the relative rights and obligations of men and human institutions one to the other, and is profitable to study, in order to avoid wrongs and to aid in securing and establishing right, equity and justice, whether or not a man ever has anything to do with litigations or courts. Mr. Butler writes in a letter to the editor: "There has been a noticeable decline in libel litigation of late as shown by current reports. I attribute this more or less to the liberal attention which has been given the subject by papers of your class during the past few years."

* * *

The National Printer-Journalist and its readers in every State in the Union are under obligation to Mr. S. A. Pierce, of the Great Western Type Foundry, Kansas City, Mo., for most of the views presented in the April issue of the National Printer-Journalist. He furnished the camera, touched the button and turned over the plates to us; a Chicago photographer, and an engraver of St. Louis, the official engraver of the N. E. A., did the rest. These snap-shots, preserving pictures of groups and scenes on the occasions of these editorial outings, are always pleasing, and increase in interest as the years pass and the happy events, which they portray and recall, become enshrined and glorified in memory. We thank Mr. Pierce, who is ever kindly, considerate, accommodating, as well as companionable, for his highly-prized aid in contributing to the pleasure of our readers.

The large views of the groups at the headquarters,—the St. Charles Hotel, New Orleans,—were by a local famous artist of that city, P. E. Carrier, 712 Union Street, of whom copies of photographs can be obtained. The work was excellent.

This month we present two or three more "snap-shots" by Mr. S. A. Pierce, and one, "President Henry Accepting the Silver Set," by John C. Nicholson, of Newton, Kansas, who also obtained a fine collection of views. The kodak has become an important and valuable feature of all meetings.

* * *

The editors and printers of the United States will all rejoice over the progress that Joe M. Chapple is making with his National Magazine. Mr. Chapple was an Iowa boy. He stated at a meeting of the National Editorial Association that, in his boyhood, one of the influences that inspired him to enter the editorial calling was the splendid paper published by the present president of the

National Editorial Association, Hon. Matt Panott, of Waterloo, Iowa. Mr. Chapple made a worthy success in Ashland, Wisconsin, with a daily and weekly that he still owns. His magazine in Boston has grown in strength from the first day that he took hold of its publication. It is progressive and bright, as well as able. It is National in scope, as its name implies, and thoroughly American in character. Editors can do their readers, the country and Brother Chapple a valuable service by calling attention to the instructive and entertaining features of the National Magazine of Boston, that costs only \$1.00 a year, or ten cents a copy at the news stands.

* * *

Mr. B. B. Herbert, Printer-Journalist,
334 Dearborn St., Chicago, Ill.

My Dear Herbert:—You got out a splendid report of the New Orleans convention. I do not see how you accomplished it in so short a time. With kindest regards, I am as always,

Yours fraternally,

A. O. BUNNELL.

* * *

The Gazette and News, of Kalamazoo, recently combined, to the advantage of all concerned. The result is the making one strong, successful, prosperous paper, strengthened in every department, an honor to the publishers and to the city. The owners of the combined office and paper are Messrs. E. F. Rowe, who owns a half interest; Eugene McSweeney and John Winship, who own the other half. The paper will be conducted as the Morning Gazette. The point is, that papers in many other cities would be wise to follow suit and make one leading paper, where two or more unprofitable, sickly ones now exist.

* * *

In the April number of the National Magazine, Boston, Joe Mitchell Chapple has given the best description of a cabinet day at the White House ever written, in his "Affairs at Washington," and vivid word pictures of the men who are now most prominently on the stage of action. With his characteristic energy and enterprise, Mr. Chapple is pushing his publication to the front and making it the most entertaining ten-cent magazine to be found on the news stands.

* * *

Col. Herbert, "National Journalist,"
Chicago, Ill.

Dear Sir:—Your last issue of the Journalist was a magnificent one. I don't see how any newspaper men in the country can do without your paper.

Yours fraternally,

R. M. WHITE.

* * *

The editor acknowledges with thanks the receipt of the latest edition of the American Newspaper Directory, by Geo. P. Rowell, 10 Spruce street, New York. The fact that Geo. P. Rowell has published this now great compendium of information with regard to newspapers for thirty-two years, and, since June, 1897, quarterly, is the very best possible proof of its intrinsic value. We have often had the pleasure of meeting Mr. Rowell in his office in New York city, and have always found him, in every way, a kindly and courteous gentleman, and believe from his conversation and conduct that he wishes always to make his directory reliable. That he is imposed upon by publishers, at times, who wrongfully make claims to larger circulations than can honestly be shown, to the discredit of other papers making truthful statements, there can be no doubt. Yet his offer of a hundred dollars for every circulation statement proved to be false and the paying out of between three and four thousand dollars in nine years on such proved errors, certainly present incontrovertible evidence of an effort to reach the truth as to circulations. We have not always agreed with Mr. Rowell as to methods or as to the value of his Directory as an advertising medium, yet this is no reason why we should not respect him for what he has accomplished. The book gives the names, the class, character, frequency of issue, the size, the subscription price, date of establishment, names of editor and publisher, and the circulation, so far as ascertainable, of every paper in the United States and the Provinces of Canada. In the United States there are 2,163 dailies, 47 tri-weeklies, 434 semi-weeklies, 14,734 weeklies, 2 tri-monthlies, 73 bi-weeklies, 278 semi-monthlies, 2,827 monthlies, 2 semi-quarterlies, 67 bi-monthlies,

and 179 quarterlies, making a grand total of 20,806, or about one publication for every 720 families on the basis of an average of five persons in a family. In Canada there are 924 publications, and in Newfoundland 9. The book gives the population and other valuable data with regard to every place that has a newspaper, maps of the different States, with comparative areas, population, etc., etc. It is unquestionably a most valuable reference book for all advertisers and newspaper makers.

A CHICAGO INK MANUFACTORY.

In the accompanying illustration are given glimpses of the interior of an establishment that has recorded a rapid growth in the past few years and is now pushing rapidly toward enlargement and the addition of new facilities. The Chicago Printing Ink Company is comparatively new, only some few years old. However, back of it are nearly twenty-five years of development in the distillation of oils and the manufacture of lamp black, under the firm name of Davey & Co. These branches are still kept up and the manufacture of inks and varnishes has been added. The

manufactured with all other ink ingredients made direct from the raw materials.

While the company makes all kinds of colored inks, black inks of all grades have been the leading specialty on account of the advantage in this department of manufacturing its own lamp-black, the basic material in this line of the product. With the addition of the color plant the company will be in a position to compete with the best in all classes of high standard colored inks as well as in blacks. The factory is situated at the corner of Grand avenue and Rockwell street. A visit to the establishment was much enjoyed by a representative of this paper, when imperfect snap shots were taken by a small kodak, that enables the giving the readers of the National Printer-Journalist glimpses as to the methods by which the great essential product to all good printing is turned out through the different manipulations of the raw material.

RIGHT TO ARM AGAINST 'ASSASSINS.

It used to be the idea in this and other countries that a man's person and character were sacred and his home was his castle; that he who attacked either was accountable



Snap Shots of Chicago Printing Ink Works—Portrait of Manager Frank Newman in the center.

ink department was started by an Eastern gentleman as a sort of experiment and was kept in an experimental stage until about two years ago, when the present manager, Mr. Frank Newman, assumed control. Under his management the business was expanded and new machinery and appliances added, and the manufacture of inks of all grades entered upon, the company distilling their own oils and manufacturing their own varnishes as well as their own lamp-black. The manufacture of the last named article in the factory is found a great advantage and saving in the making of news inks. The company is now negotiating with the view of adding a plant for making dry colors in addition to all kinds of varnishes, dryers, etc., etc., now

to the offended party with his life and to the Government with fines and imprisonment as a disturber of the peace, or one who threatened public safety on conviction was punished as an assassin or a murderer. A whole community would be aroused to chase down those sneaks and cowards who from a bush attacked unarmed victims. Now, in free America, the idea of the duel, of the meeting in free, equal and open combat and leaving the issues to God, has been banished by law and custom; but in the name of unionism, men may with great and riotous numbers, armed and bent on assault, mayhem and murder, secretly lying in wait, may stealthily pounce upon unarmed laborers, crush a skull, knock out an eye or take a life and escape from under the

very eyes of the police and meet with encouragement from a demoralized people, a cowardly press and demagogues. However, it seems a Kansas judge has found that though free men may be compelled to submit to vilest attacks on their good names, submit to be called "scabs" and "rats" by cowardly lawbreakers, yet the right still remains in this terrorized, anarchist ruled America to carry arms when one is convinced that one's person and life are threatened, as witness the following from the Kansas City Times of March 29th:

"L. L. Yount, a non-union printer employed by the Union Bank Note Company, was arraigned in the police court yesterday on a charge of carrying concealed weapons. His arrest was made at the instigation of Charles Etue. Yount acknowledged carrying a revolver, stating that, because of the strike among the union printers, he considered his life in danger.

"Two non-union printers who had been assaulted by union men were placed on the witness stand to testify that they were not safe on the streets. Judge Burnham discharged Yount, stating that he had a perfect right to carry arms so long as he considered that he was not safe."

The cheekiness of secret assassins going into court with complaint that their intended victims were making assassination unsafe by carrying concealed weapons would make the lowest highwayman blush for shame. We talk about the brutalizing bull fights and cock fights in Spain, but, in self-righteousness, wink at open, cowardly brutality, assault, mayhem and murder in our streets, teach brutality in our colleges, and respect neither character, the sacredness of person or property or human lives. Brutality, bullying, violence, chicanery, corruption, intemperance, rule the campus, the trades, the shops, the court, the office, the politics, the union, the men in America and the devils in hell, for selfish brutality is the custom and such custom is hell.

NEWSPAPER COMBINATION.

The Christian County (Ill.) Courier has bought of C. N. Walls the Taylorville Democrat. The point in the transaction of interest to many newspaper publishers is contained in the following, copied from the announcement of the purchase and sale:

"The absorption of the Democrat by The Courier is due to natural and inevitable causes—causes which are at work in almost every community of the United States, and which are based on the conviction that there are too many poor papers and too few good ones. From a party as well as a business standpoint the action taken will be strongly commended. From a business standpoint the consolidation will enable The Courier to give its patrons a much better paper than heretofore at no increase of expense to them; it will enable the advertiser, who has keenly felt the unnecessary burden of too many papers, to reach the same number of people with his announcements in The Courier as he could heretofore reach in both The Courier and Democrat, and at a great saving of expense."

KEEPING CLOSE TO THE PEOPLE.

The Beardstown, Ill., Evening News always keeps close to the hearts of the people. Its Easter number of 1900, neatly printed in red, blue and green, is an illustration of this fact. A newspaper is intended to give the news, yet a local paper at least can well afford, on occasion, to deal in sentiment. The Easter idea prevails throughout the paper, in the advertising as well as in the reading matter. There are Easter greetings, poetry and sentiments. The topics include "The Day for Spring Celebration," "Passover and Easter," "Strange Easter Celebrations," "He is Risen," "The First Palm Sunday," "The Emblems of the Resurrection," "The Waking of the Year," "Easter Sunday Observance," "Easter Egg Rolling," "Easter Lilies," etc., etc. Excellent paper is used and a bright, new appearance, foretelling of the coming of nature's resurrection, of bloom, foliage, waving fields, flowers and green meadows, secured. There is hope, cheer and good will in every page. It is the duty of the newspaper to reflect the best feelings, the purest joys and the noblest aspirations of the people, as well as to record the daily occurrences. The former are as much parts of human life as are current happenings, acts or deeds.

ELECTED SCHOOL DIRECTOR.

Thomas H. Bell, President of the Bell Chalk Plate Co., World Building Cleveland, Ohio, was elected School Director of the City of Cleveland on April 2. He has been a member of the School Council for two years and President of that body, and his promotion by the will of the large majority of the voters of the city to the highest office save that of Mayor, is a fitting tribute to his integrity in discharging a public trust. There was a Republican, Democratic and Independent candidate in the field, but Mr. Bell had more votes than the other two combined.

BUSINESS NOTES.

The Mass. Publishing, Everett, Mass., make a statement of special interest to printers and publishers in the want column.

* * *

Donohue Brothers have succeeded to the business of Donohue, Henneberry & Co., Chicago, and have purchased as an addition to their publishing business, the entire stock, sheets and plates of W. L. Allison & Co., New York.

* * *

The American Type Founders Co. has issued a very artistic pamphlet, in manifold form, illustrating and showing various uses of the clear-cut, handsome, durable and universally useful Camelot Old Style type in series from six to thirty-six point. The booklet is in itself a work of art.

* * *

Are you interested in blotter advertising? If you are, you want the clever series of blotters The Standard Engraving Co., 632 Chestnut St., Philadelphia, are sending to the leading business houses all over the country. The series will cover ten different designs. Each one is a clever design in two colors, with a bright, business-like talk about the equipment of this progressive engraving concern. The firm will send the series to any business man who will request them on his business letterhead.

* * *

The Dexter Folder Company in their advertisement illustrate a periodical folding machine which will add one or two 4-page covers to a 16-page form, enabling the product of 16, 20 or 24 pages. It has four folds, delivering at the third and fourth folds in packing boxes. It is equipped with a fountain paster and cover pasters, thus turning out the above number of pages completely folded and pasted. Both covers and main sheet are registered independently by Automatic Mechanical Grippiers, and as a whole the machine is most complete and valuable.

* * *

The presswork on the National Printer-Journalist is something over which we feel just pride. It is a sample of what is being turned out right along by the Publishers' Printing Company, 65 Plymouth Place, Chicago. Two of the managers and members of this company were pressmen on the National Printer-Journalist before entering into business for themselves. With the very best of presses and other facilities the company is doing a large amount of finest halftone printing for such establishments as the Dominion Co., and other publishers issuing high class, artistic publications.

* * *

Everybody in Boston, who uses cuts, knows E. W. Greene, just as everyone who knows the engraving business, knows of The Suffolk Engraving Co. of the Hub. A few months ago the Suffolk Engraving Co. had a fire, burned them out completely. Mr. Greene was their right-hand man; he knew the business from top to bottom. General Manager F. H. Clarke, of The Standard Engraving Co., Philadelphia, heard of Mr. Greene. A telegram to him, one from him, and the thing was done. Mr. Greene came to Philadelphia to look after the local "outside" business of The Standard. This engraving company is a believer in

first-class machinery, first-class materials, first-class men, in order to produce first-class results. The addition of Mr. Greene to the soliciting force is in line with this policy.

* * *

The Simplex One-Man Typesetter can be seen in operation from May 2 to June 22, at the Mammoth Printing Exposition, Grand Central Palace, New York City. All are respectfully invited to examine this machine and to witness its successful working.

* * *

The American Galley Cabinet is described and illustrated on a neat calendar card set in Camelot old style type, surrounded by Point Collins Border No. 199, by the American Type Founders' Co. The cabinet is neat and evidently convenient and very useful for holding page galleys, live jobs, ornaments, signs, etc. It is designed to minimize space and save material, especially fine script type and borders.

* * *

Hoerner's "Little Wonder" Sharpener for paper-cutter knives is receiving very many flattering testimonials. It gives good satisfaction. Such firms as Woodward & Tiernan, Holman Paper Box Company, and Cupples Paper & Envelope Company, of St. Louis, are using and praising this sharpener made at Highland, Ill.

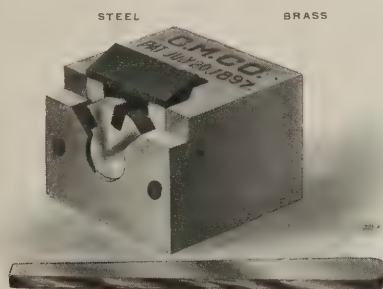
* * *

In our advertising pages this month is shown a new quoin manufactured by the R. J. Krause Quoin Company, Chicago. One of the especial merits of this quoin is an ingenious but simple locking device through which the parts are held absolutely stationary at whatever point placed. It is impossible for any slipping after being once locked. The locking is done by a point or smaller extension of the key that throws the catch into position. The points claimed are a saving of time, of furniture, stones, beds of presses, and the securing of better register.

* * *

FOR PERFECT REGISTER.

The remarkable increase in color printing, and especially the high-class three-color processes, has made it necessary to devise a more convenient method for securing register. The Challenge Patented Narrow Margin Register Hooks meet the requirements. They are used in connection with Sectional Blocks, which are now made in type metal, iron or brass, as may be desired. The Hooks are placed on all



sides of each plate, and by the use of the small key, as shown, the Hook on one side is released, the one opposite is tightened, and the plate moved the smallest fraction of an inch. As each plate is registered independently a whole form of plates is easily and quickly brought into perfect register. Parties using these Hooks claim a saving of one-half the time and more accurate work than possible by any other method. Circulars may be obtained of type foundries or The Challenge Machinery Co., Chicago.

* * *

"Eastward the Star of Empire Takes Its Way," is the very catchy heading of an announcement by the Osgood Art Colortype Co, Chicago, of the establishing of a thoroughly equipped colortype plant at 128-132 White Street, New York City, to accommodate its growing Eastern trade. Many of the largest and most successful Chicago houses are finding it necessary to establish headquarters in the

East. The Osgood Art Colortype Co.'s establishment in New York will be of the highest type, with a force of thoroughly practical men from its Chicago plant, and thorough equipment, in one of the largest skylight buildings for color photography in the Nation, built entirely of steel and glass.

* * *

Howard Challen, who has made a specialty for nearly fifty years of subscription and advertising registers, and improved record books to quickly enter, under printed headings in ruled columns, all essential data of each business transaction with the least possible writing, is now located at 150 Nassau Street, New York City. His publications, which are as near self-bookkeeping as it is possible to attain, have been sold by many thousands in the United States and in foreign countries, need no especial introduction to those who have been long in the business, and those who are comparatively beginners will do well to form a practical acquaintance therewith.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 25th of the month preceding date of publication. Cash must accompany order.

FIRST CLASS ad compositor and job printer wishes situation; strictly sober; over a year with Lord & Thomas. Address W. B., care of National Printer-Journalist.

NEWSPAPER PUBLISHERS who are looking for an attractive premium to increase their subscription should communicate with the Massachusetts Publishing Company, Everett, Mass. Printers should ask for their trade catcher. It tells of several specialties which can be successfully run as a side line.

\$6,000 DOWN; balance of \$4,000, easy payments; takes independent daily and democratic weekly which paid \$3,600 cash profits in 1899 and is doing even better this year. In prosperous, substantial, and fast growing Michigan manufacturing city of 5,000 people. Power, type-setting machine, folder, splendid general equipment and an abundance of friends and fat patronage. If you mean business and have the cash, address "K," care of National Printer-Journalist. Must sell at once.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with Hoerner's "Little Wonder" Sharpener. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, only \$2.70; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, J. S. Hoerner, Highland, Ill.



GEO. E. CRANE,
President and Manager.

JNO. E. QUINN,
Secretary and Treasurer.

Chicago Roller Company, Printers' Rollers and Tablet Composition.

TELEPHONE (Long Distance) 86-88 Market St. Chicago.
MAIN 2926.

NOW is the time to order your Spring and Summer Rollers.

Grasp Your Opportunity—It is At Your Door!



Our "Crow Black" and "Standard Half Tone Black" Inks are too well-known to require any introduction. They are the standards adopted by the leading printers of the world.

CHICAGO BRANCH, 71 Plymouth Place.

IF YOU question the fact that we make the best 15, 25 and 50 cent Black Inks in the market today, convince yourself by trying our **Banner Black, Comet Black and Diamond Black.**

We will send you, charges prepaid, for cash with order—

25 lbs. Banner Black, : : for \$3.00

25 lbs. Comet " : : " 5.00

25 lbs. Diamond " : : " 7.50

We make this exceptional offer, good only until May 20, in order to introduce these new brands.

The Standard Printing Ink Co.

Sole Manufacturers of

"Crow Black" and other High-grade Black and Colored Printing Inks,

CINCINNATI, : : : OHIO.

Making a Country Newspaper.

A Text-book for : :
Newspaper Publishers
and Writers. : : :

By A. J. Munson.

Murat Halstead, the Dean of American Journalism, says: "It ought to be in the hands at least of the ten thousand American newspaper-men, who would find their own thoughts and experiences in it. This is a new book and fills a place. 'Making a Country Newspaper' is very reliable, and it fully deserves to outlive many volumes that glitter more. Its substance is solid."

Profitable Advertising, Boston, says: "It treats the subject ably and gives many valuable suggestions."

Printed on Laid Paper, Bound in Buckram and Stamped in Gold
:: :: PRICE, \$1.00, POSTPAID :: ::

This book will be furnished with the NATIONAL PRINTER-JOURNALIST at fifty cents to any subscriber who is paid up to January 1st, 1901. The book and the paper for the balance of the year (8 months) for \$1.50, postage prepaid in either case.

National Printer-Journalist Company
CAXTON BUILDING, & CHICAGO, ILL.

The Necessity of Expansion

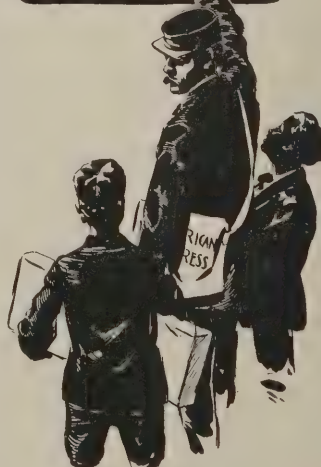
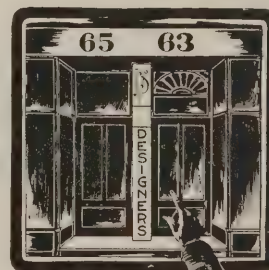
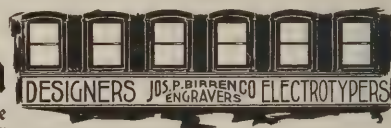
Some reasons why we are compelled to seek larger quarters.

INCREASING demands from large catalogue houses : : : :
Growing needs of Advertisers of Specialties and Magazine Agencies : : : :
Exact service required by newspaper advertisers : : : :
Wants of live business men who circularize : : : :
Out-of-town printers and publishers who want their work at once : : : :
The exit from business of two competitive engraving houses : : : :
And the absorption of the Imperial Engraving and Photographing Company with its complete plant equipment : : : :
These are reasons for expansion which every buyer of Printing Plates will appreciate and we hope remember. We are more than ever at your service : : : : :

Jos. P. Birren Co.
Engravers,

Now at 63-65 Washington St., bet. State and Dearborn Sts., Chicago. : Phone Central 2306.

We Design, Illustrate, Engrave and Electrotypes and are moderate in our charges. Send 4 cents for Advertising Cut Book or 6 cents for Artistic Booklet. Proofs of our work for the asking. :



ICONOCLAST
smashing false
advertising ideas.

BUILDER
erecting a temple
of business success
with local papers
good job printing,
etc.

"I tear down to build better."

Publicity and More Work

FOR PRINTERS, PRINTER-JOURNALISTS, ENGRAVERS, DISTRIBUTORS, ETC.

WHY they should have these things.

HOW they can command them.

CONDUCTED BY **ICONOCLAST-BUILDER.**

All enquiries, samples of work, etc., in connection with this department should be addressed to "**ICONOCLAST**," 186 Summer Street, Boston, Mass.

W



WE ARE about to start a new department on the subject of how job printers, printer-journalists, engravers, distributors, etc., should advertise. It will be conducted by a publisher, printer, and advertising expert of many years' experience.

The department will be based upon the idea of more work for these most honorable callings. It will show why they should have it and how they can get it.

The new department should receive the most hearty encouragement and co-operation of those whose interest it is intended to promote. It will make a most active and vigorous fight for advertising in the smaller papers and for the use of the "printed matter" that is the product of the job printer, etc., as against the extravagant and injudicious use of space in the columns of large daily papers and magazines. The arguments it will bring forward in this connection will be of great use to the printers and local publishers in advertising their business.

The editor of the department, in a letter outlining his policy, says:

"I want to show the job printer how the work he turns out is of more value to the advertiser than, for instance, the use of space in the New York Journal.

When the J. C. Ayer Company is spending one-fifth of their entire appropriation for 1900 on double-decker pages in Mr. Hearst's two publications, the New York Journal and the San Francisco Examiner, it is time for the voice of the job printer and local newspaper man to be heard in the land."

The department will also be a bureau of criticism for the encouragement, improvement, and suggestion of methods of publicity for job printers, local publishers, etc. Of this its editor says:

"I will strive to carry out the principles of criticism promulgated by Michelangelo, the most practical critic that ever lived: 'I criticise not by finding fault only, but by creating something better.'"

Every job printer, engraver, distributor, and local publisher should do all in his power to make this department an unqualified success and a power in the advertising field. In order to help the good work undertaken in your behalf, we request that you will kindly send to the address below:

1. Samples of the advertising matter which you have gotten out for the purpose of securing more work for yourself.

2. Samples of the best printed matter you have recently turned out for your patrons.

3. Any question relative to advertising matters which you would like to have answered by experts in the art of advertising.

4. Any suggestions you have to offer along the lines of the new department.

We hope that you will take a great interest in this department, for it is only by your hearty sympathy that it will reach its greatest measure of success, and that whatever help you extend will redound to your great benefit and advantage.

All communications, printed matter, etc., should be addressed to "**ICONOCLAST**,"
186 Summer Street, Boston, Mass.

Yours truly,

NATIONAL PRINTER-JOURNALIST.

6,887 miles

The Southern Railway

Through Vestibule Trains and Sleeping Cars

BETWEEN

LOUISVILLE
CINCINNATI
WASHINGTON
MEMPHIS
NEW YORK
ST. LOUIS

ATLANTA
JACKSONVILLE
SAVANNAH
ST. AUGUSTINE
TAMPA
MIAMI
KANSAS CITY and
CHATTANOOGA
PUNTA GORDA

And other principal cities and resorts of the South

The
Line to

ASHEVILLE and
HOT SPRINGS

N. C.



"THE LAND
OF THE
SKY"



Write for Illustrated Literature, Maps, and Time Tables to

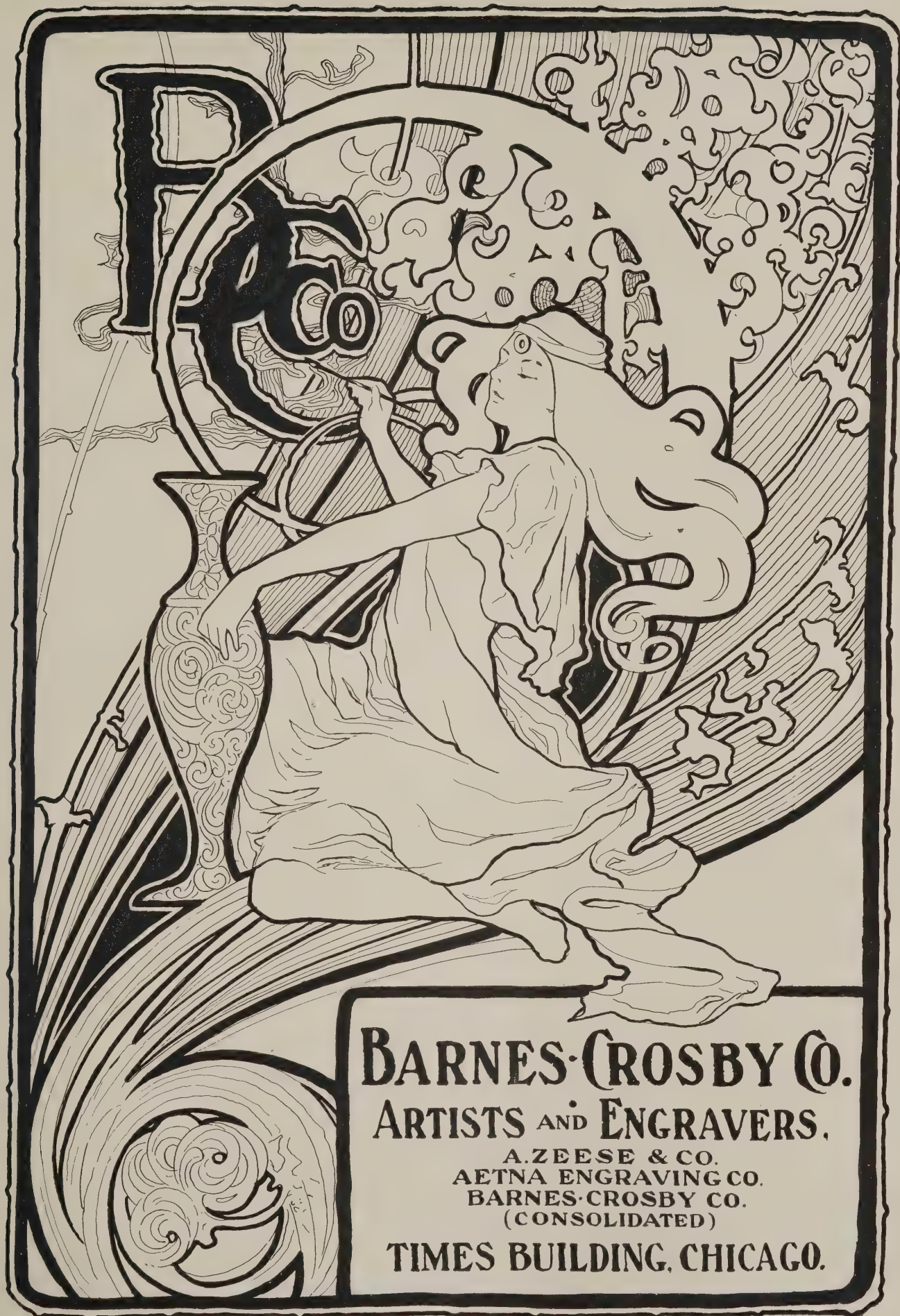
J. M. CULP, Traffic Manager

W. A. TURK, General Passenger Agent

WM. H. TAYLOE, Assistant General Passenger Agent
LOUISVILLE, KY.

J. C. BEAM, JR., N. W. P. A.
225 Dearborn Street, CHICAGO, ILL.

C. A. BAIRD, T. P. A.
216 Fourth Ave., LOUISVILLE, KY.

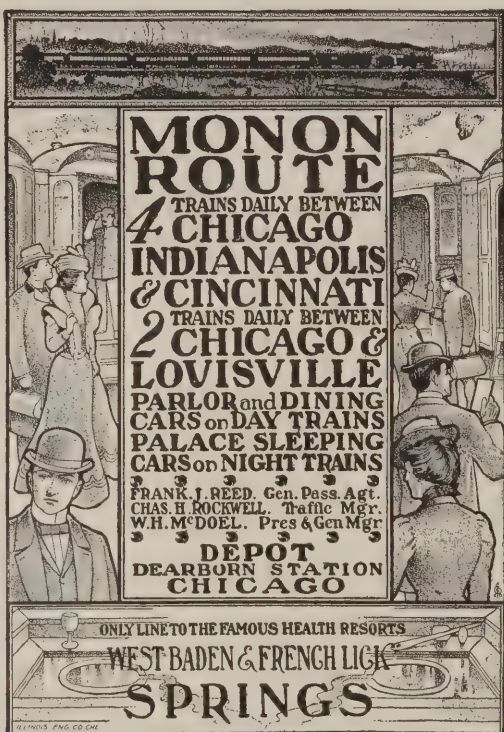


BARNES-CROSBY CO.

ARTISTS AND ENGRAVERS.

A. ZEESE & CO.
AETNA ENGRAVING CO.
BARNES-CROSBY CO.
(CONSOLIDATED)

TIMES BUILDING, CHICAGO.



MONON ROUTE
 TRAINS DAILY BETWEEN
4 CHICAGO INDIANAPOLIS & CINCINNATI
 TRAINS DAILY BETWEEN
2 CHICAGO & LOUISVILLE
 PARLOR and DINING CARS on DAY TRAINS
 PALACE SLEEPING CARS on NIGHT TRAINS
 FRANK J. REED, Gen. Pass. Agt.
 CHAS. H. ROCKWELL, Traffic Mgr.
 W. H. McDOEL, Pres & Gen Mgr.
DEPOT DEARBORN STATION CHICAGO

ONLY LINE TO THE FAMOUS HEALTH RESORTS
WEST BADEN & FRENCH LICK SPRINGS

Faster than ever to California

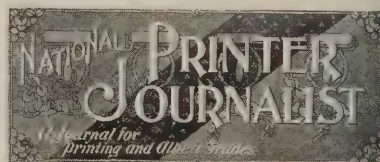
Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

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Published Monthly at the Caxton Building, Chicago; \$2 a year, 20c a copy.



Established 1888. Instructive and Useful.

An artistic and up-to-date magazine for progressive printers and publishers. Covers the entire field in the printing industry. Send for a copy. Has a guaranteed circulation of 5,000 per month.

THE ADVISOR

The Leading Monthly Advertising Trade Magazine in the United States.

Send ten cents in stamps or coin for sample copy.
 Subscription \$1 per annum.

THE ADVISOR

Phillips & Co., Publishers
 1133 BROADWAY NEW YORK



CHALK PLATES

RECOATING PLATES

$\frac{1}{2}$ cent a square inch net.
LOWEST PRICES for new plates,
 stereotyping outfits and supplies.
 Send for free circular.

PATENTED MAY 30, 1899.  BELL CHALK PLATE CO., 11 World Building,
 Cleveland, - Ohio.



PAY FOR ITSELF EVERY DAY.—Ramaley's Price List
 for Printing. 80 pps. Two for One Dollar. D. Ramaley,
 Box B, St. Paul, Minn.

C. W. Crutsinger PRINTER'S ROLLERS AND COMPOSITION.

Manufacturer
 of

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.

CHALK PLATES

Simplest, Quickest, and Cheapest Process
 of Engraving. . . Practically Infallible. . .
 Outfits, \$15 up. . . Catalogue of stereo-
 typing machinery, proofs, etc., free. . .

HOKE ENGRAVING PLATE CO.

.....ST. LOUIS, MO., U.S.A.

FOREIGN OFFICES—Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand;
 Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

THE WILLIAMSON-HAFFNER ENGRAVING CO.

ESTABLISHED 1872

Phone 502

1633 ARAPAHOE ST.
 DENVER



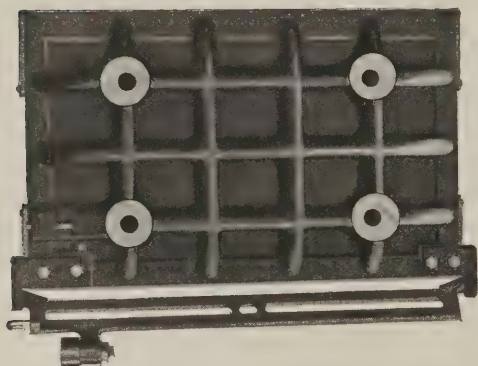
DESIGNERS
 HALF-TONE
 ZINC ETCHINGS
 3 COLOR
 PROCESS

Strength

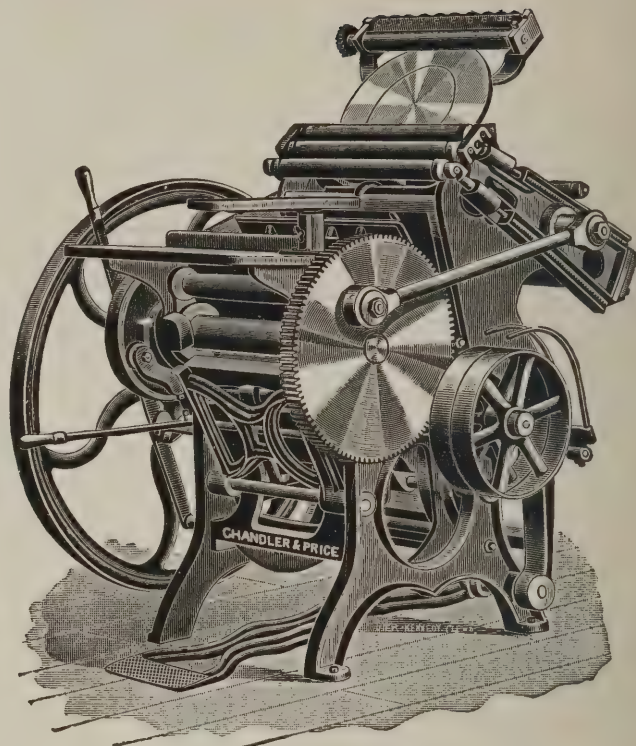
IS AN ESSENTIAL OF A
PERFECT PLATEN PRESS.
IT IS ONE OF THE LEAD-
ING CHARACTERISTICS OF
=====THE=====

CHANDLER & PRICE..... **JOBBER**

ONE  REASON



Thickest at point of greatest strain.



IS FOUND in the construction of the platen. It has more metal than the platen of any other make of Gordon presses. The construction is convex, heavily ribbed, and thickest in the center at the point of greatest strain—as shown in the illustration. The tympan rests on a perfect surface and the gripper bars and platen ears are of malleable iron, a metal much tougher and more expensive than cast iron. The construction secures firmness, rigidity, perfect impression—making possible perfect register and perfect work in every way besides insuring

Durability

ONE OF THE CHARACTERISTIC
AND ECONOMIC FEATURES OF
THE CHANDLER & PRICE PRESS.

STRENGTH AND DURABILITY, WITH PERFECT MECHANICAL CONSTRUCTION, MAKE
A PRESS ALWAYS READY AND EQUAL TO ANY DEMAND OR ANY EMERGENCY.

=====

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, ... OHIO, U.S.A.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

Chicago Ad Setting Co., Walter S. Parker, Manager, 142 Monroe St., Chicago.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotypes Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcutt Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PAPER—METAL.

Metal Paper Co., 268-70 Canal St., New York, N. Y. Full stock of all colors kept in two sizes, 16x21 and 20x28. Send stamp for samples and prices.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H., & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, complete selection, most original designs. Send to nearest branch for latest specimen book.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co., The, 28 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

WIRE STITCHERS.

Morrison, J. L., Co., The, New York, London, Toronto. Write for descriptive circular.

Advertising Success . . . The Monthly Magazine of Art, Inspiration and Helpfulness . . .

\$1.00 a Year, Ten Cents a Copy.

I want to congratulate you upon the fine appearance of **ADVERTISING SUCCESS**.—Fred. Macey, of Library and Office Furniture fame, of Grand Rapids, Mich.

I am decidedly pleased with the appearance and contents of **ADVERTISING SUCCESS**. Let us have it regularly.—D. J. Thomas, Manager, *How to Grow Flowers*, Springfield, Ohio.

We have watched the growing popularity of **ADVERTISING SUCCESS** with considerable satisfaction, and trust it may meet a hearty reception throughout the country.—*Philadelphia Record*.

GEO. H. POWELL, PUBLISHER,
907 Temple Court, New York.

An Old Idea in New Form

You can talk to 4,000 Printers in the New England and Middle States through Press and Printer. :: ::

Did You Ever Think of It?

These four thousand printers expend many thousand dollars annually for type, machinery, etc. Do you get your share of their orders? :: ::

68 Devonshire St., BOSTON

The SHEARS

THE LEADING PAPER-BOX MAKERS' AND BOOK-
BINDERS' JOURNAL

Full of trade news and technical information. Its advertising columns form the most complete directory of manufacturers of machinery and supplies used in these industries. SUBSCRIPTION, \$1.00 PER YEAR. Send 10 cents for sample copy. :

GEO. E. JENKS, Publisher
198 Clark Street, CHICAGO

“No More Cheap News Ink for Me.”

THE newspapers of this country for the past two years have been solicited, drummed, and almost persecuted by Printing Ink manufacturers who, having no reputation and no sales for Fine Grades of Inks, have been forced by their necessities to obtain a market for that grade of Ink which is easiest made and turned out in largest quantities. The result has been that so-called “News” Inks have been offered at a price so close to the cost that the manufacturer has been unable to turn out a properly made article, and in consequence there has arisen the greatest dissatisfaction among newspaper publishers at the muddy appearance of their papers and the filling up of their fine type. We have determined to give newspapers an absolutely first-class, dense black News Ink, and charge a fair price for it. The quotation at the top of this page is taken from many letters we have received from newspaper publishers who have written us asking for a News Ink that “will work free and clean, and print black.” One of the best printed newspapers in this country—the New York Commercial Advertiser—is printed with Ink of our manufacture. Any newspaper publisher who thinks this paper looks better than his own, we will be very glad to furnish with quotations for the same grade. Publishers who are satisfied to use an Ink solely because it is “cheap” we think will find from experience that there is no real economy in using anything but the best that can be made. Why spoil good paper—the item of cost of which is very large—with poor Ink, when the difference in cost between a good and poor Ink is so trifling?

Fred'k H. Levey, Pres't.

Chas. E. Newton, Vice-Pres't.

Wm. S. Bate, Sec'y.

Fred'k H. Levey Co..

59 Beekman Street, New York.



Chicago Printing Ink Company's Inks are GOOD INKS



HY?

BECAUSE

that's our business, making GOOD Inks. It is no trick to make good inks when you have good material, and we use nothing but the very best.

How do we know?

Is it impossible to fool an ink-maker on a varnish? Of course not, in fact it is very easy; and unless he is a practical chemist he will never know the difference.

How do we avoid being fooled? By *making our own* varnishes, and as we have made it our special business for years we can, without boasting, claim to be expert in that line. We also *make our own Lamp Black*, and by so doing we are able to offer you a good ink *cheap*. Try it. Our News Ink is unexcelled. The price is 6 cents a pound.

CHICAGO PRINTING INK CO.

Grand Avenue and Rockwell Street, - - Chicago, Ill.

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,

274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.

NATIONAL PRINTER JOURNALIST

JUNE

1900



BARNES CROSBY CO. CHICAGO

VOL. XVII.

CHICAGO

NO. 6.



GEO. H.
BENEDICT
 & CO.
 CHICAGO

DESIGNERS ENGRAVERS ELECTROTYPERS
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Phone 592

WILLIAMSON-HAFFNER
ENGRAVING CO.
 1633 ARAPAHOE ST.
 DENVER

DESIGNERS
 HALF-TONE
 ZINC ETCHINGS
3 COLOR
 PROCESS

EGYPTIAN ANTIQUE LINEN



A clear
beautiful sheet

The texture, finish and
tone of this paper cannot
be justly described.

You must see it—
A sample will convince
you that for *letter heads*
and similar work it will
appeal to your *hard-to-*
please customer at once.

IN STOCK

17 x 22 - 24 LB.

Cream and Azure.

J.W. BUTLER PAPER COMPANY
212-218 MONROE STREET, CHICAGO

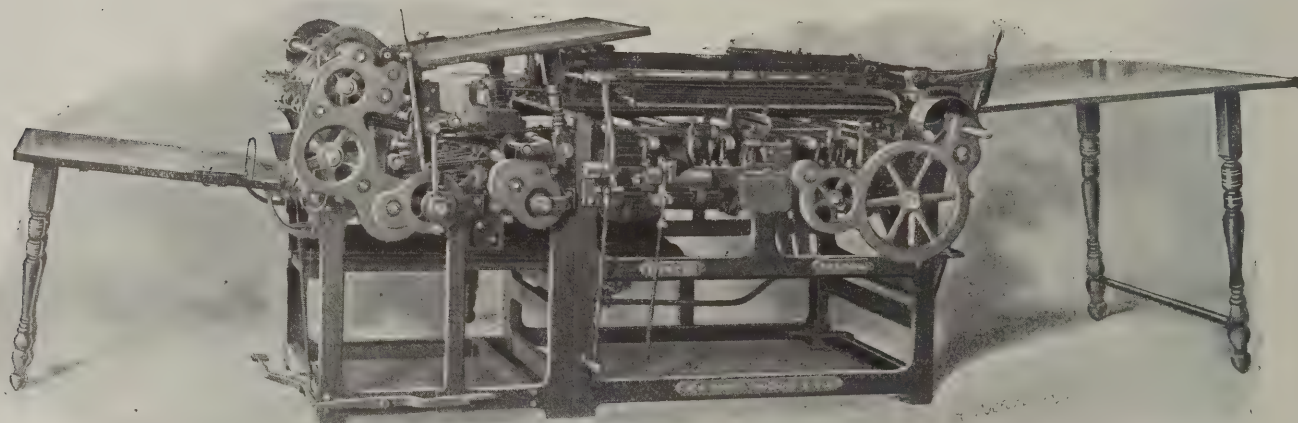


PACIFIC COAST OFFICE,
210 SANSOME ST.
SAN FRANCISCO.
J. H. Mac LAFFERTY, Agent.

The Dexter Folders Feeders

FOR BOOKS, PERIODICALS,
NEWSPAPERS, CIRCULARS.

FOR PRINTING PRESSES,
FOLDERS, RULING MACHINES.



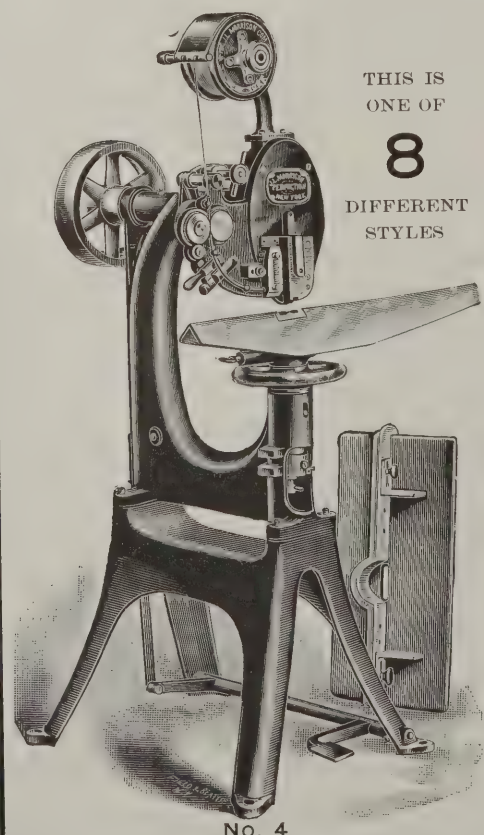
THE DEXTER PERIODICAL FOLDER WITH TWO 4-PAGE COVER ATTACHMENTS.

NEW YORK, 127 Duane Street.
CHICAGO, 315 Dearborn Street.
BOSTON, 12 Pearl Street.

TORONTO, 28 Front Street West.
LONDON, 46 Farringdon Street.

DEXTER FOLDER CO.,

Main Office and Factory, PEARL RIVER, N.Y.



THIS IS
ONE OF

8

DIFFERENT
STYLES

NO. 4

KNOWN and SOLD
all the WORLD OVER

“PERFECTION”
WIRE STITCHING
MACHINES



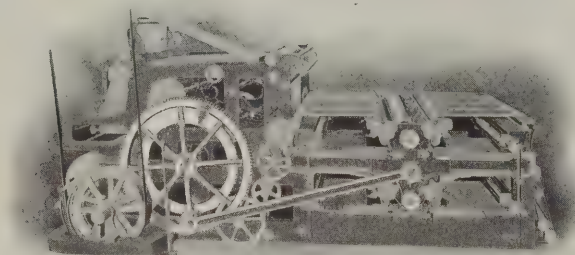
WRITE FOR
INFORMATION

Headquarters in the
United States for
Bookbinders'
Perfection
Stitching
WIRE

MANUFACTURED BY

The J. L. Morrison Company
LONDON NEW YORK TORONTO

THE DUPLIX



FLAT-BED PERFECTING PRESS

Six thousand 4, 6, 7, or 8 page papers per hour without stereotyping.

~ What Pressmen Say ~

The following statements are entirely voluntary and unsolicited. Most of them relate to our older style of presses, having much less speed than our present "Angle-Bar" machine.

SOUTH NORWALK, Conn., October 4, 1899.

I have just had a continuous run on the Duplex Press of twenty weeks, or 116 publication days, and the web has not been broken only to clean the press and put on new tympan. Previous to this I have had runs of fourteen weeks, thirteen weeks, etc., without breaking of web.

RICHARD M. BOUTON, Pressman, Sentinel.

March 3, 1900.

I have now beaten my previous record, having had a continuous run of twenty-one weeks, or 122 days, without breaking web.

RICHARD M. BOUTON.

ZANESVILLE, Ohio, February 23, 1900.

After having charge of the Duplex "Angle-Bar" press in the Times-Recorder office for two years, I will say that it more than fulfills every representation made for it. It maintains a speed of more than 5,000 papers per hour. I have run three months at a stretch without breaking a web, or a minute's delay from any cause. The print is clear and clean, there is no waste of paper, and above all there is no waste of time. In case of a rush the press can be put in operation within forty-five seconds after the last form is ready.

BERT POE, Foreman Times-Recorder Pressroom.

MANSFIELD, Ohio, March 4, 1900.

I print ten editions a week on the Duplex Press and have had a continuous run of seventeen weeks without breaking a web only to clean the press and change the tympan, making 170 editions without a break. I run at a speed of 4,200 per hour. I do not claim to be the

best pressman in the world, but always intend that my work shall be creditable to myself and satisfactory to my employer.

MARTIN R. GERHART, Pressman, Daily News.

ANDERSON, Ind., March 4, 1900.

The Duplex Press is easy in operation and does its work in a perfect manner. I have just completed a run of two months with but one break of the web, except when broken purposely for changing tympan, etc. This I consider a fair record, as I have been running this style of press only these two months.

L. I. WERTZ, Pressman, Bulletin.

BATAVIA, N. Y., March 5, 1900.

I ran our Duplex Press, printing four and six page papers, for sixteen or eighteen weeks at the average speed of 5,500 per hour without breaking a web. Some days we ran at the rate of 6,000 per hour—indeed, actually printed 6,000 copies per hour. It was not done for a test of any kind, but because we had to have the papers, and I ran the press just as fast as I thought proper.

WM. H. ROGERS, Pressman, Daily News.

BROOKLYN, N. Y., April 12, 1900.

While I was operating a Duplex Press in Lawrence, Mass., I had an order for 30,000 half-sheet circulars (advertising). I made the run on the Duplex Press, using 17½-inch (width) rolls of paper. The order was completed in four hours and forty-five minutes, without a single break, and I made the run alone without my regular helper.

GEO. E. SCRAFFORD, Pressman.

SOME RECENT SALES AND INSTALLATIONS:

NEW CASTLE, PA., *News*.

PORTSMOUTH, VA., *Star*.

READING, PA., *Telegram*.

SALEM, ORE., *Statesman*.

HELENA, MONT., *Herald*.

YONKERS, N. Y., *Statesman*.

ST. JOHN, N. B., *Telegraph*.

ASBURY PARK, N. J., *Press*.

JOPLIN, MO., *News-Herald*.

ROCKFORD, ILL., *Star*.

BRADFORD, PA., *Record*.

NORRISTOWN, PA., *Times*.

JACKSON, MICH., *Patriot*.

ASHTABULA, OHIO, *Beacon*.

ZANESVILLE, OHIO, *Signal*.

SAN ANTONIO, TEXAS, *Light*.

TOPEKA, KAN., *Mail and Breeze*.

STUBENVILLE, OHIO, *Herald*.

Duplex Printing Press Co.

BATTLE CREEK, MICH.

PLYMOUTH

Formerly called CURTIS

The

NEW SERIES made by

**Barnhart Bros.
& Spindler**

of CHICAGO   

is designed to meet the great demand for this style of type. *The* fonts are complete with logotypes and figures.  

Perfection in type

display for up-to-date effects by art printers can easily be reached by the aid of this type. See it in use in the ads of this number of the NATIONAL PRINTER-JOURNALIST.

SET SOLID or SPACED OUT

IT LOOKS WELL. Long-line-short-line style or all the same LENGTH.

The printer making any pretentions of keeping up to the times MUST HAVE THIS TYPE.



Manufactured by Barnhart Bros. & Spindler, 183-87 Monroe Street, Chicago, Illinois.

FACTS AND FIGURES



THE LINOTYPE—7,000 in daily use.

A Linotype Book Printer gives the following output of his machine for
ONE WEEK:

Number of Long Primer ems set	-	112,000
Number of Brevier ems set	-	72,000
		184,000

EXPENSES FOR SAME:

Operator-Machinist salary	-	\$24.00
Incidental Expenses — interest, insurance, depreciation, repairs, gas, metal and power		12.00
		\$36.00

Cost per 1,000 ems, 19 cents.

Have but one machine — a two-letter duplex. Our hand scale is 40 cents per 1,000 ems.

**A SAVING OF \$2,000 A YEAR
ON A LEASED MACHINE RENTING AT \$675.**

A Suggestion: LEASE A LINOTYPE with the privilege of returning it at end of one year if not satisfactory.

THE MAJORITY OF OUR ORDERS TO-
DAY ARE FOR SINGLE MACHINES —
NO SKILLED MACHINIST REQUIRED.

ADDRESS FOR PARTICULARS

**MERGEN-
THALER Linotype Company**
Tribune Building ✍ ✍ **New York City**

High Class
ENGRAVING
and
ELECTROTYPING
175 monroe
street
Chicago

Phone
M-548

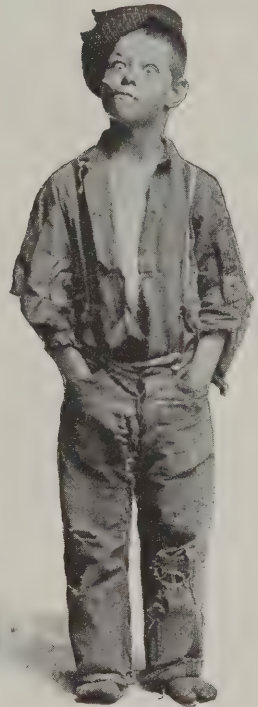
Samples
Submitted

Blomgren Bros
& Co

DO NOT BE

“Penny wise and
Pound foolish”

IN THE SELECTION
OF A NEWS INK.



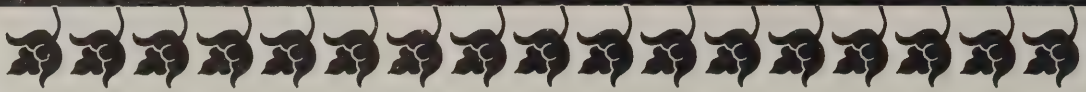
CHEAP NEWS INK does not mean
ECONOMICAL NEWS INK. The
best looking papers are those printed
with NEWS INK manufactured by

THE QUEEN CITY PRINTING INK COMPANY,
CINCINNATI, ♪ ♪ ♪ ♪ ♪ OHIO,

who have had forty years' experience
in making News Inks to suit the con-
ditions. They take into consideration
the temperature of the pressroom, the
speed of the press, texture of the paper,
etc. Their News Ink is cheap from
an economical standpoint, and gives

SATISFACTION

It pays to buy QUEEN CITY NEWS INK.
Buy News Ink that is cheap, not cheap News Ink.



PUSH AND PULL



SUCCESSFUL printing ink business can be done either by Push or by Pull, or a diplomatic combination of the two.

We are known for PUSH—it means good inks at the lowest prices.

True enough, it excludes exorbitant profits, but we manage to get along and make a fair living at it.

Money-making may be a pleasure, but it is not the only one.

There is a certain satisfaction in the ability to make better goods and sell them lower than your competitors.

Pull is not a bad thing to have.

A pound of Pull is worth a ton of Push.

It makes possible the highest kind of prices.

However, among the thousands of printers, there are plenty who know good ink when they use it, what price it can be bought at, and where. This is shown by the fact that we are constantly increasing our facilities, ample from the start, and have now a capacity of over TEN TONS DAILY.

SIGMUND ULLMAN CO.
Printing Ink Makers
N E W Y O R K

CLOSETS

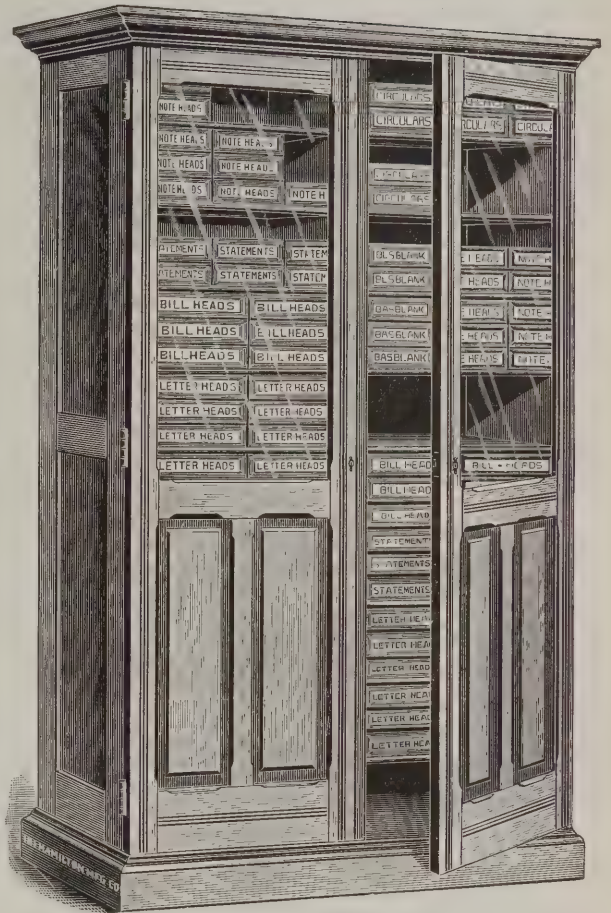
for CARDBOARD and STATIONERY

THESE Closets will prove a valuable addition to the modern printing-office. They replace the home-made affairs of the local carpenter. The doors in No. 3 and No. 4 slide on steel rollers from side to side, one passing behind the other. The upper doors are fitted with glass, and the lower doors are paneled. The sliding shelves in lower section of No. 3 and No. 4 are strongly constructed, and this sliding feature will be found of great value in getting at the contents of each shelf. The Nos. 5, 6, and 7 are constructed to accommodate the standard size packages of letter and note paper, bills, statements, etc. These cabinets will prevent waste and keep the stock from becoming shop worn and soiled.

The Hamilton Mfg. Co.

Main Office and Factory, TWO RIVERS, WIS.
Eastern Factory and Warehouse, MIDDLETOWN, N. Y.

Send to us or to your dealer for complete Catalogues of
WOOD TYPE and Modern Printing Office Furniture.



No. 6 STATIONERY CLOSET.

PRICE LIST and DESCRIPTION

Subject to Usual Discounts.

No. 3—CARDBOARD AND STATIONERY CLOSET. Height, 7 ft. 6 in.; width 5 ft. 7 in.; depth, lower part, 28 in.; upper part, 16 in., outside measurements. Shipping weight, 785 lbs. Sliding doors in upper and lower parts; upper doors glass, lower half fitted with 20 sliding boards, 10 in each tier, placed $2\frac{1}{2}$ inches apart; each board will take cardboard 23x29. Upper half fitted with shelves to take ordinary packages of letter-heads, note-heads, etc. Price, complete, \$75. Lower section only, \$40.

No. 4—CARDBOARD AND STATIONERY CLOSET. Height, 7 ft. 6 in.; width, 7 ft. 9 in.; depth, lower part, 33 in., upper part, 19 $\frac{1}{2}$ in. Shipping weight, 1,000 lbs. Same general arrangement as No. 3, except the sliding shelves in lower part will take on full sheet 28x42, and the upper part is 16 $\frac{1}{2}$ inches deep inside and will take in boxes of envelopes with ends to front. Price, complete, \$96. Lower section only, \$54.

No. 5—STATIONERY CLOSET. Height, 5 ft. 4 $\frac{1}{2}$ in.; width, 25 $\frac{1}{2}$ in.; depth, 16 in., outside measurements. Shipping weight, 160 lbs. Space between shelves, 6 inches. Takes two packages of note-heads and one package of letter-heads on each shelf, piled three high. Paneled glass door in front. Price, \$22.

No. 6—STATIONERY CLOSET. Height, 6 ft.; width, 3 ft. 7 in.; depth, 16 in., outside measurements. Shipping weight, 290 lbs. Space between shelves, 6 inches. Takes two packages of letter or bill heads, or three packages of note-heads, piled three high, on each section of each shelf. This closet is divided in the center into two sections. Price, \$38.

No. 7—STATIONERY CLOSET. Height, 8 ft.; width, 7 ft. 9 in.; depth, 19 $\frac{1}{2}$ in., all outside measurements. Shipping weight, 700 lbs. All doors in this Cabinet slide on steel rollers, from side to side. Doors fitted with glass. Divided in center from top to bottom into two equal divisions. This closet has 16 sections, with removable, adjustable shelves. Each section is 43 $\frac{1}{2}$ in. wide, 16 in. deep, inside measure. Shelves are 10 inches apart inside, when divided at equal distances. Price, \$80.



No. 3 CARDBOARD AND STATIONERY CLOSET.

The NEW OPTIMUS

CHICAGO, ILL., March 19, 1900.

BARNHART BROS. & SPINDLER, Chicago.

GENTLEMEN: We have two Columbian Optimus Presses in our pressroom; they print a sheet 24x36 inches. We run them on ordinary work at a regular speed of 2,620 impressions per hour. The speed of the presses is only limited by the skill of the feeder.

Yours truly,

A. BROOKOVER, Foreman pressroom.

Donohue & Henneberry are so pleased with their Optimus Presses that they have ordered two more large ones.

**BABCOCK PRINTING
PRESS MFG. CO.....**

NEW LONDON, - - - CONN.

*Builders of the Optimus, Dispatch,
Standard, Regular, and Reliance
Cylinder Presses.*

C. A. COLLORD, Manager New York Office, 38 Park Row.

JOHN HADDON & CO., Agents for Great Britain, Bouverie House, Salisbury Square, Fleet Street, E. C., London, England.

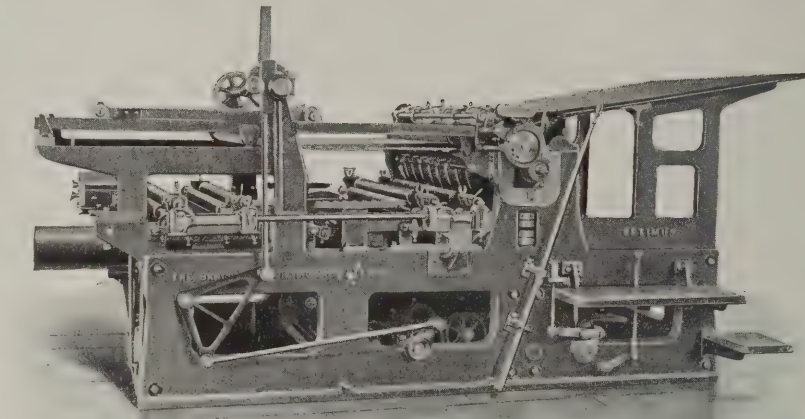
For Sale by

MINNESOTA TYPE FOUNDRY CO., St. Paul, Minn.

GREAT WESTERN TYPE FOUNDRY, Kansas City, Mo.

ST. LOUIS PRINTERS SUPPLY CO., St. Louis, Mo.

GREAT WESTERN TYPE FOUNDRY, Omaha, Neb.



BARNHART BROS. & SPINDLER,
183 to 187 Monroe Street,

General Western Agents.

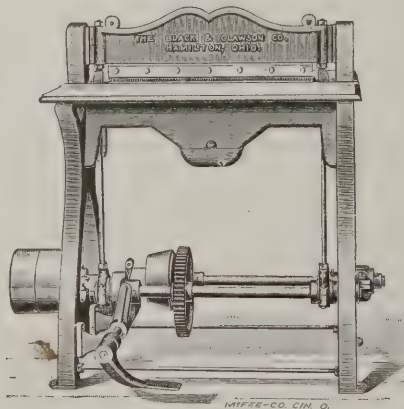
. CHICAGO, ILL.

Descriptive catalogue, with prices and other information, furnished upon application.

THE BLACK & CLAWSON CO.

HAMILTON, OHIO, U.S.A.

BUILDERS OF



Foot and Belt Power Perforators.

Saturating and
Coating Machines.INK
MILLS.Paper and Pulp
Mill Machinery.

PARTICULARS UPON REQUEST.

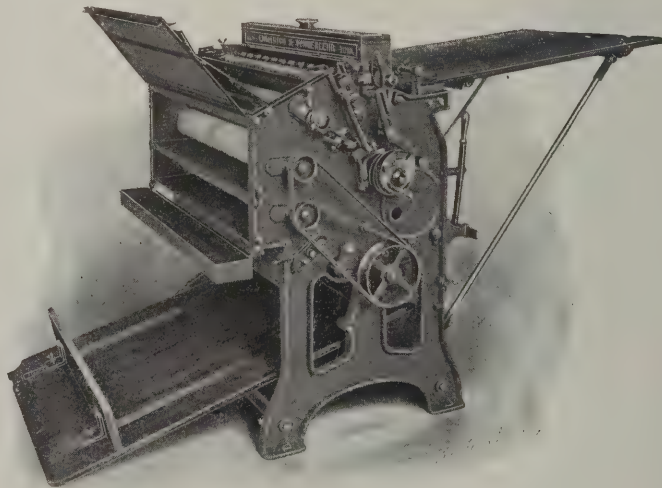
THE EMMERICH....

Improved Bronzing and
Dusting Machine.

Over 2,000 Machines in use.

SIZES:

12	x	20
14	x	25
16	x	30
25	x	40
28	x	44
34	x	44
34	x	50
36	x	54
40	x	60
44	x	64



SPECIAL BRONZING MACHINES are made for bronzing heavy paper stock, such as Photograph Mounts, Mats, Sheet-metal, etc.

We also manufacture an excellent Roughing Machine, for embossing Tablet Covers, Color Prints, etc.

EMMERICH & VONDERLEHR,

Write for prices
and particulars.

191-193 Worth St., New York.

Newspaper Publishers, Attention!



Nothing displeases an advertiser so much as to see his cuts filled up and his reading matter gray and blurred: : : : :
 Nothing displeases a publisher so much as to miss his mails.
 Nothing is so wasteful and costly as to be compelled to clean out the fountains of a press every few thousand impressions. These are among the penalties imposed in the use of low-priced, cheap News Inks. If you want the best and most economical Ink, that will overcome these objections, you must use "RAVEN NEWS" INK, made only by : : :

≡ The Standard Printing Ink Co. ≡

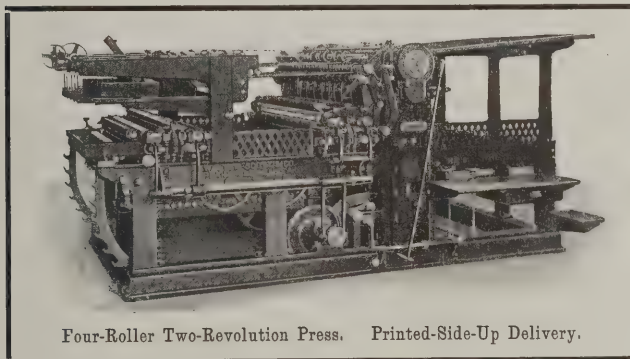
SOLE MANUFACTURERS OF

"Crow Black" and other high grade Black and Colored Printing Inks,

Write us for prices.

—CINCINNATI, OHIO.

A PRINTER OF CHICAGO



Four-Roller Two-Revolution Press. Printed-Side-Up Delivery.

Who has several SCOTT PRESSES like the one shown here, recently had an experience that convinced him that

SCOTT PRESSES GIVE AN UNYIELDING IMPRESSION

His pressman accidentally left a wrench, eight inches long and three-eighths thick, on the form, the feeder started the press and pulled an impression—of the wrench. The wrench

was forced through the halftone plate, and the only damage done was to the plate and block, not to the press. All the printer had to do was to put in another plate, change the packing, and run off the job.

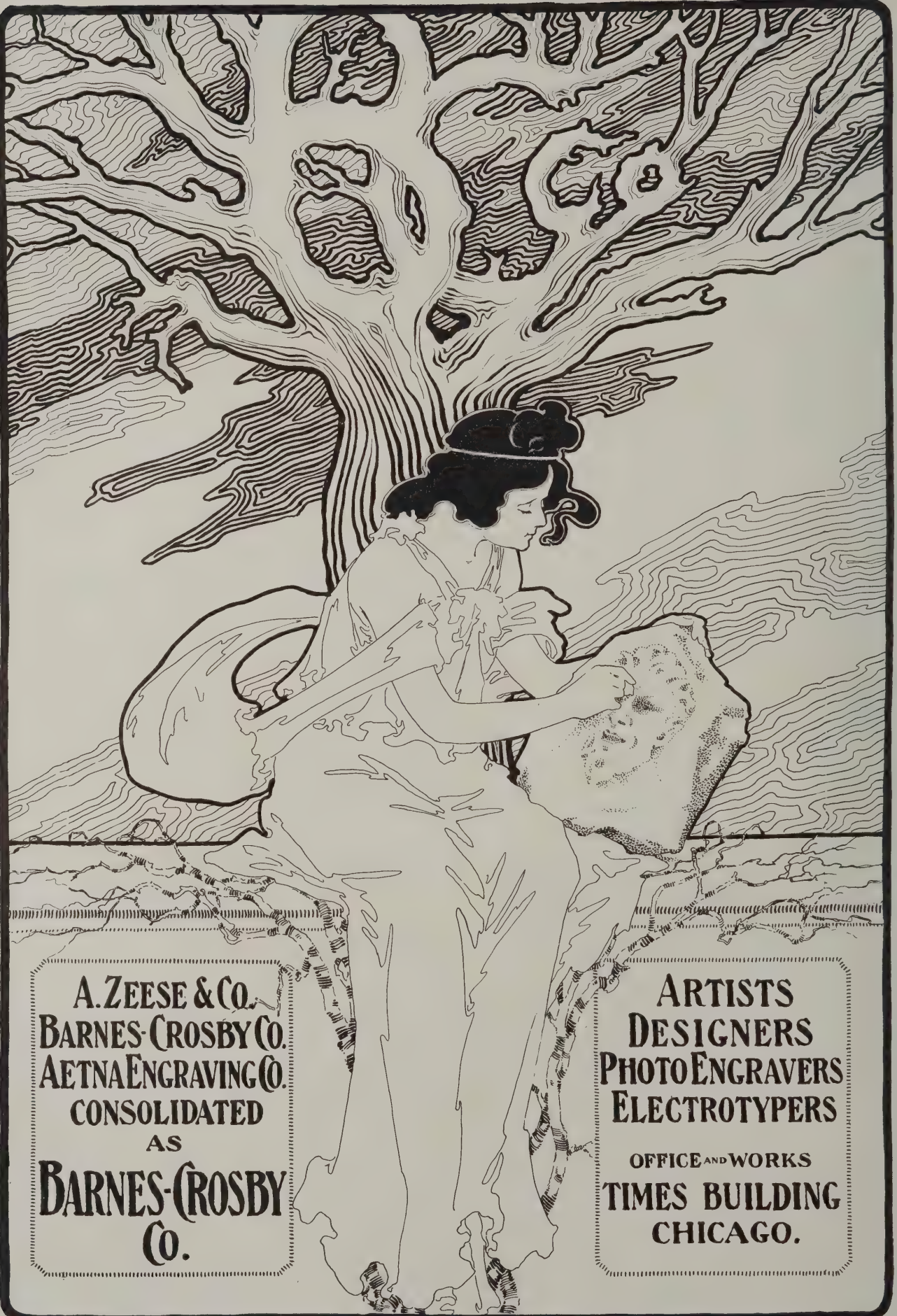
THAT PRINTER IS POSITIVE

that no other press would have stood such an unnatural strain without injury. There are many other features which make the Scott Two-Revolution Press superior to any other on the market.

Send to nearest office for prices and further information about our machines.

NEW YORK OFFICE: Times Building.
 CHICAGO OFFICE: Monadnock Block.
 ST. LOUIS OFFICE: Security Building.
 BOSTON OFFICE: Winthrop Building.
 CINCINNATI OFFICE: Neave Building.

WALTER SCOTT & CO.
 PLAINFIELD, - - - NEW JERSEY, U. S. A.



A. ZEESE & Co.
BARNES-CROSBY Co.
AETNA ENGRAVING Co.
CONSOLIDATED
AS
BARNES-CROSBY
Co.

ARTISTS
DESIGNERS
PHOTO ENGRAVERS
ELECTROTYPERS
OFFICE AND WORKS
TIMES BUILDING
CHICAGO.

Look for the Imprint

When you see a fine specimen of printing you look for the "imprint." A first class printer is not afraid to put his imprint on his work. THE CHALLENGE MACHINERY CO. places its imprint on every machine it makes.



SOME SPECIALTIES:

Challenge Country Press
Challenge-Gordon Press
Challenge Army Press
Challenge Proof Press
Ideal Hand Cylinder Press
Challenge Lever Cutter
Challenge Power Cutter
Advance Lever Cutter
Advance Power Cutter
and others.

Here is a fac simile of our "imprint," it is a guarantee of good workmanship. Printers look for it, and don't buy a machine without it. All dealers sell Challenge Machinery.

Send for our New
Illustrated Catalogue.

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

SANDERS

ENGRAVING CO.

HOLLAND BUILDING

ST. LOUIS

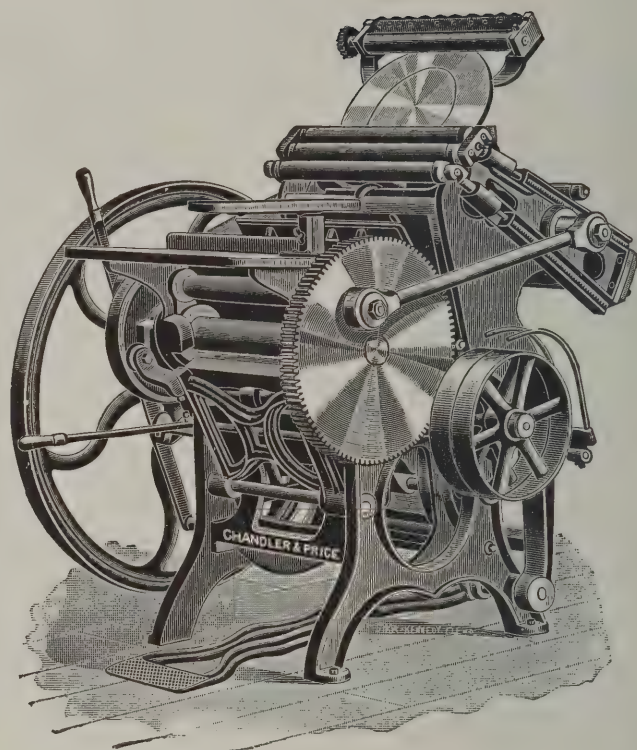
ELECTROTYPERS
HALF-TONE ENGRAVERS
DESIGNERS & ZINC ETCHERS

IF you contemplate using Engravings of any kind, send for Sanders' new specimen book, showing different styles of work with bottom prices attached. You will find our work perfect and prices very reasonable.

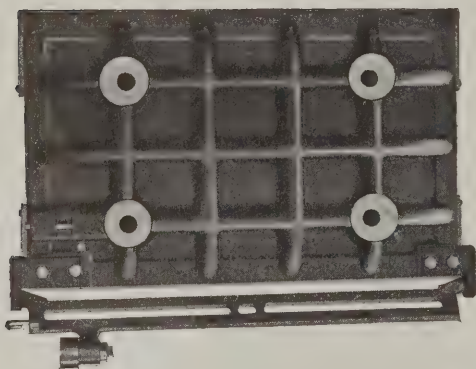
Strength

IS AN ESSENTIAL OF A
PERFECT PLATEN PRESS.
IT IS ONE OF THE LEAD-
ING CHARACTERISTICS OF
THE

CHANDLER & PRICE..... **JOBBER**



ONE  REASON



Thickest at point of greatest strain.

IS FOUND in the construction of the platen. It has more metal than the platen of any other make of Gordon presses. The construction is convex, heavily ribbed, and thickest in the center at the point of greatest strain—as shown in the illustration. The tympan rests on a perfect surface and the gripper bars and platen ears are of malleable iron, a metal much tougher and more expensive than cast iron. The construction secures firmness, rigidity, perfect impression—making possible perfect register and perfect work in every way besides insuring



Durability

ONE OF THE CHARACTERISTIC
AND ECONOMIC FEATURES OF
THE CHANDLER & PRICE PRESS.

STRENGTH AND DURABILITY, WITH PERFECT MECHANICAL CONSTRUCTION, MAKE
A PRESS ALWAYS READY AND EQUAL TO ANY DEMAND OR ANY EMERGENCY.

*THE CHANDLER & PRICE CO., Makers,
CLEVELAND, . . . OHIO, U.S.A.*

F. A. RINGLER & CO.

HIGHEST AWARD
RECEIVED AT THE
WORLD'S
COLUMBIAN EXPOSITION



26 & 28

PARK PLACE

TO

21 & 23

BARCLAY ST.



**ELECTROTYPERS,
AND PHOTO-PROCESS ENGRAVERS.**



NEW YORK.

The Deluge

of orders for SUPERIOR
COPPER-MIXED TYPE has
been unprecedented, because

Merit Tells

and combining quality, beauty,
novelty, and artistic superi-
ority, as our type does, ::::

It Wins

the approval of the best and
greatest printers of the country.

Send for catalogues—ask for our goods of
your nearest dealer. We have forty deal-
ers, and five branches as follows :::::

Great Western Type Foundry, Kansas City, Mo.
Great Western Type Foundry, Omaha, Neb.
Minnesota Type Foundry Co., St. Paul, Minn.
St. Louis Printers Supply Co., St. Louis, Mo.
Southern Printers Supply Co., Washington, D. C.

**BARNHART BROS.
& SPINDLER**

Anti-Trust Type Founders and Electrotypers,
CHICAGO, ILL.

C. W. Crutsinger PRINTERS'

Manufacturer
of

ROLLERS AND COMPOSITION.

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



PLYMOUTH THE NEW FACE made
by BARNHART BROS. &
SPINDLER of Chicago,
is unexcelled for fine job work and news headings.

The Simplex



The Ideal Type Setter for Small Papers



BECAUSE: It is so simple that the ordinary compositor readily understands and operates it without expert assistance. * * * * *

BECAUSE: It can be depended on to get the paper out in cities and towns not provided with machine shops and expert machinists. * * * * *

BECAUSE: It provides simple, effective means whereby one compositor can readily do the work of three or four without bringing in a lot of other expenses to eat up the profits. * * * * *

BECAUSE: It is reasonable in price and the annual expense of maintenance is trifling, as it is a cold machine setting cold type, without the expenses and trouble which heat brings in. * * * * *

BECAUSE: It is far cheaper to print from type, which has to be bought once in several years, than to pay monthly bills for gas, for waste of metal, for renewal of parts, etc. * * * * *

BECAUSE: If double product is required any day or any week, it can be secured by putting on two operators, without any necessity for keeping extra machines on hand for such emergencies.

BECAUSE: The typographical results are bound to be the same as hand-set matter, without any loss of time for extra make-ready, recasting improper lines, etc. * * * * *

BECAUSE: Proofs are corrected from a case without stopping the machine for that purpose. As proofs always come back at last minute, when copy is at greatest rush, this is important. * *

BECAUSE: It is as easily operated as a typewriter, and many an editor finds it practicable to write his copy directly in type. * * * * *

BECAUSE: — Well, if these reasons are not sufficient, there are many others — write us. * * * * *

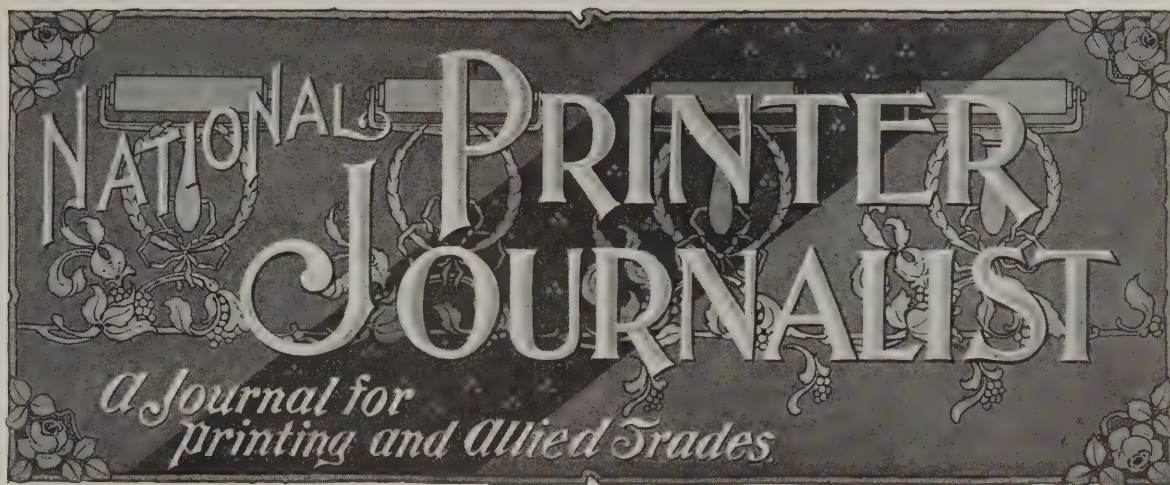
Our terms are such as to bring the SIMPLEX within the reach of every publisher who sets an average amount per week.

Many publishers of weeklies, semi-weeklies, and small city dailies have found the SIMPLEX to be

The Ideal Type Setter for Small Papers.

IN USE IN 27 STATES.

The Unitype Company, 150 Nassau Street, NEW YORK CITY.
200 Monroe Street, - CHICAGO, ILL.



VOL. XVII.

CHICAGO, JUNE, 1900.

NO. 6

The 3 MODEL 3 NEWSPAPER. 3

Enthusiasm, Individuality, and Tact.

By ANNIE BARTLETT TUBBS, Boston, Mass.

MODELS are concrete ideals. As every individual, if he would succeed, must have some ideal towards which he is aiming, so must there be back of every printed sheet—if its permanent success is to be assured—some model to be worked upon, some definite end in view.

As no two people hold exactly the same ideals or strive towards exactly the same end, there can be only the individual standard based upon a universal code of morals, without which there could be no ideals. So in models—to be more specific, the model newspaper, if you please—it can follow only upon some general principles or precedents, while the details—dependent so largely upon conditions and environments—are determined and worked out like our ideals, towards an ever-receding horizon, made bright with the gleam of hope and desire.

As in the spiritual life "love is the fulfilling of the law;" as in ethics the first great law is that of love, so in the business world, the degree of success that marks our progress is based upon the same great principle. Perhaps the assertion may be ventured that in no profession is there a greater need of work for the mere love of work than in the newspaper profession. The enthusiasm this love creates is the primary factor—it is the fulcrum upon which the success of the newspaper is poised. Enthusiasm is doubtless the greatest creative force that exists, for it is begotten of absolute belief and faith in the object that is espoused.

It is reasonably safe to assume that no member of the newspaper fraternity places any profession in advance of his own, and it is almost a universally conceded fact that the newspaper wields a greater influence upon mankind than any other single medium. Hence the justice of our plea for enthusiasm.

What one reads influences character. Do we believe in the life and words of Wendell Phillips, one of the greatest enthusiasts the world has ever known? Listen: "Let me make the newspapers and I care not what is preached in the pulpit or what is enacted in Congress." "If I might control the literature of the household," said Bacon, "I would guarantee the well-being of the church and state." And from the master mind of Heine we have these inspiring words: "In these times we fight for ideas and newspapers are our fortresses." In the face of our own belief

in our mission—in the face of what the world concedes—in the face of these thrilling words from men whose enthusiasm has created for them the admiration of more than one continent—in the face of the responsibility and the obligations we have imposed upon ourselves by our chosen career, as editors—can we be less than enthusiasts? Let us believe so deeply, so truly and so earnestly in the ideas that we have to put forth—in the messages we have to give—in the dignity and possibility of our position—that we shall by our very earnestness, by our love, by our enthusiasm, create for ourselves a constituency that shall also believe deeply in the messages we have to give to the world. Then our primary requisite for success must be an enthusiasm that is born of love for our profession. This acquired, we can give our best thought to our work. A man who gives himself wholly to an idea is certain to accomplish something, and if he have ability and common sense his success will be great. Nothing is so contagious as enthusiasm.

Next to enthusiasm let us place individuality. Our papers must stand for something. They must ever represent the individuality of the men behind them. And here comes that fine distinction between individuality and personality. Personality must be an unknown quantity to the successful newspaper man. He stands not as a person, but as an individual. He can have no prejudices, no fads, no friends, no foes. Absolute justice must be meted out to every man—whether it be according to his personal inclination or not. His individuality must shine resplendent through the pages of his paper, and that individuality must be so marked that it will be recognized always as being what the world wants—your best service.

The third requisite is tact. No small degree of success is due to tact. That faculty that enables one to meet every exigency with ease, with graciousness, with gentleness; that faculty that enables a man to hold to his individuality unswervingly, yet enables him to make necessary concessions. The tact that can defend a position without seeming bigoted; that can persuade without seeming to persuade; that can be tolerant with every whim of every whimsical one who invades the editorial sanctum, with fancied grievances and imaginary slights.

Enthusiasm, individuality and tact, though individual traits rather than composite parts of the model newspaper, are the potentialities from which our model must rise.

Enthusiasm, as we have said, is a belief in our power to accomplish what we wish. Assuming that that is the greatest good for the greatest number, our second requisite—individuality—is involved. As an outgrowth we have the basis or corner-stone of our structure—public spirit. Not in a general, but in a specific way. Whether it be the construction of a highway, the municipal control of some commodity, some question relating to schools; whatever it may be, it is for us to keep in touch with it. It falls upon us to study existing conditions, to make a careful survey from every standpoint, to seek for a general expression of opinion, to seek the solutions of corresponding conditions elsewhere and weigh our calculations mentally. When we have determined upon the attitude to take towards that issue, make that attitude known, with our reasons for so doing. This being done, we have only to stand by the individuality that marks our stand, always letting people feel, however, that, notwithstanding the enthusiasm that backs our own attitude, that the columns of the paper are at their disposal for the setting forth of different opinions if they so desire. Again, create public spirit. Don't wait for individuals to take a stand or until the town is stirred over some question. Be on the alert to create public spirit, but create it in such a way that enmity will not be aroused. Assailing evil is a matter of circumlocution. The more direct course—the more dignified course and unquestionably the best course—is to promote what seems for the best interests of the people whom a paper is to serve. Avoid gossip details of every kind.

Educate through the columns of the home paper; promote culture, not by maligning any one individual or class of individuals, no matter what their deserts may seem, but through your own breadth of vision make others see that right dealing and right thinking leave no time for cruel censure, remembering always that not the one censured, alone, is hurt, but that others indirectly suffer. Injuries inflicted sooner or later cause reflex action.

Our next step brings us to tact, upon which we must rear the stones that are to appear in our model structure—the personal equation. When this department has to be put into the hands of some other than the editor, let it be, in so far as possible, a person who is not a mere machine—not a mere newsgatherer—but a person of refinement, of delicacy, who can put himself in another's place, who will not parade petty and, to the most refined, tiring details, but one who will make concise and simple statements of facts for those who object to prominence. In this way the more exclusive people are reached and their confidence gained, as it never can be when distasteful details are flaunted. For those who give their social doings more freely, give them more display if they wish it. But take the stand always that detail to a degree is a vulgarity, and herein lies another chance to educate.

Always verify. Better let a piece of news pass than take it on hearsay and so establish a reputation of being unreliable.

These are but suggestions. Innumerable combinations may be worked out, but let us remember that we want always the best statement of the most commonplace fact, as our great sphere is to educate.

Following this comes the question of advertising—the business end. If our model paper that we have reared has proved in any way a model it will have readers, and a paper with readers will not want for advertisers. When practicable, let the proprietor solicit and keep in touch with his advertisers, showing them that he is not satisfied in having secured their ads, but he is anxious that their advertising should prove profitable to them. Let him consult with them often and show himself ready to aid them in every particular. Urge advertisers to change their ads often. New ads indicate prosperity; old ads, run week after week, show neither enterprise for the advertiser nor the paper. Impress upon them the advisability of having as little matter as possible in a given amount of space. It is not by any means the most matter that can be gotten into the space that attracts. And above all, for our model paper, let us have only the best class of advertising.

Now a word about the make-up of our model. Bright, newsy papers are often made unattractive by the way they are put together. First, for the busy reader of to-day, sift and classify the matter as much as possible. Systematize, this will attract the men; men like system, they like to know where to look for a thing in their newspapers; therefore, classify. It is an unwritten law that women read the local papers. This is not due to any lack of interest on the part of the men, but as a matter of fact because

they don't care to search for the things they want. Women do not object to system when it is arranged for them, so have a woman's department, not necessarily filled with out-of-date fashions in plate, but full of live matter relative to social or club life. Some reliable woman in every church and social society may be found who will contribute to the paper the work of her society, for the prestige it would bring, and there are few women to whom such a department would not be of interest; therefore we are the gainers by departmental or classified matter.

As its crowning feature, our model newspaper must move with the times. It must stand for progression—dignified and conservative progression; remembering that satisfaction is stagnation.

And now let us go back to our first premise and end as we began—with enthusiasm. Let every effort we make for our readers be vitalized with an enthusiasm that knows no doubt or hesitation. If your model is worth working for at all, it is of moment enough to challenge any effort. Then put into it all the enthusiasm of which you are capable, and it will yield you an hundredfold. As it has been our corner-stone it will also be the cap-stone in this model structure that we are rearing, and which is to stand as a monument to faithful endeavor, as well as a fortress from which a peaceful battle has been waged and won for humanity. And even now, if we listen closely, we may hear the strains of martial music that mark the march of progress along the shores of time; and if we listen yet more closely our souls are stirred and the echo sounds in every heart—"My Country 'Tis of Thee."

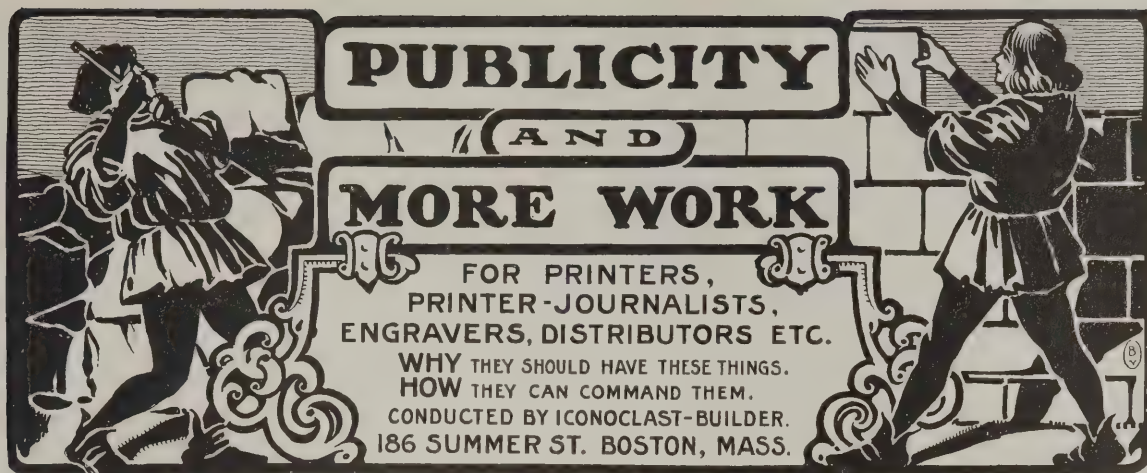
AN EDITOR WHO WAS "EVERY INCH A MAN."

The Advance of Jamesbury, N. J., contains in its May 3d issue an extended account of the death of James Sterling Yard, editor and publisher of the Monmouth, N. J., Democrat from January, 1854 to the time of his death, April 29, 1900, or forty-six years. He was born April 20, 1826, and entered a printing office at the age of fourteen years, so that he was connected with the business sixty years. The Advance says:

For over forty years Mr. Yard was a prominent member of the New Jersey Editorial Association. In 1861 he was its President, then serving a few years on the Executive Committee, and in 1867 elected Treasurer. At every annual meeting since then he has been re-elected, and was therefore Treasurer at the time of his death. Of course he was active in all the affairs of the Association since he first joined it.

For more than a generation we labored with Col. Yard as members of the Executive Board of the New Jersey Editorial Association, and being frequently brought into personal contact with him we learned to appreciate his wisdom and worth as an official and as a man. In all our intercourse we never knew him to do a dishonorable, mean, or ungenerous act, or even suggest one. He was at all times strictly honest and faithful in the discharge of his duties, and ever watchful of the interests committed to his charge. Courteous and obliging to all with whom he came into contact, firm in his opinions, he was frank in expressing them. When a matter was settled on the ground of principle, and principle was always his guiding-star, no one could mistake or question what he thought was right or the wisdom of it. And we can say this of all we ever knew or heard of his acts, in every enterprise of life in which he took part.

As an editorial writer, he was able, terse and clear. He enjoyed a controversy, and he conducted his side of it with great frankness and courtesousness. He never indulged in slang, mean insinuations, misrepresentation and unfair criticism. There was no sting left behind, no matter how much one might disagree with him in his conclusions. While a sturdy believer in his political opinions, which he promulgated often with great energy, yet his opponents respected him, for they had reason to believe in at least his honesty in expressing them. His newspaper was always clean, most carefully edited, and consequently a power in his community and the State. He was a model editor. To briefly sum up his character it was one to be admired and might worthily be followed by every newspaper man and citizen generally. A devout Christian, he practiced what he preached. Integrity governed all his actions. A patriot, loving husband and father, a true friend, James S. Yard was a MAN, every inch of him. Would that there were more built on the same model!



PUBLICITY
(AND)
MORE WORK

FOR PRINTERS,
PRINTER-JOURNALISTS,
ENGRAVERS, DISTRIBUTORS ETC.

WHY THEY SHOULD HAVE THESE THINGS.
HOW THEY CAN COMMAND THEM.

CONDUCTED BY ICONOCLAST-BUILDER.
186 SUMMER ST. BOSTON, MASS.



VE, Caesar! Morituri nos te salutamus." Such was the hail of the gladiators of old when they assembled in the arena, and were "face to face with Death and with the Roman populace." We are gladiators—but we are not about to fight solely for the amusement of the public. We live in a more advanced

age, when the pen is universally recognized as mightier than the gladius. And yet, of what account would be the pen were it not backed by that great force in world-progress—the printing-press?

Still, the pen, the burin, the composing-stick, the paste-brush, the lithographic stone, the printing-press are interdependent. They should interact helpfully the one upon the other. And to help such helpful combinations to help themselves is one of the reasons of this department.

"We who are about to die salute thee," cried the Roman swordsmen. We may have considerable fighting to do in this department, but if we fall, we fall in the interests of some of the most intelligent and brainy men this country has produced—in upholding the claims of the job-printers, the country editors, the engravers, the distributors, etc.—and so, in the words of Swinburne,

"If we die, we die not,
And if we live, we live."

* * *

"They were men of present valor, stalwart old iconoclasts, Unconvinced by axe or gibbet that all virtue was the Past's."

An iconoclast was, in the old days, a smasher of graven images and idols which men fell down and worshipped, because they were told it was the proper thing to do. The business public of to-day have the same logical belief in advertising as the people of all ages in all parts of the world have ever had in deity. But there are some false or deluded prophets who have set up those great tin gods, the big daily newspapers, declaring that these are the only true divinities for shaping the ends of advertisers. So there is still work for an iconoclast.

Edward Eggleston, author of "The Hoosier School-master," said: "Nothing is more admirable than a brave and necessary iconoclasm, clearing the field for human progress, but nothing is more saddening." Saddening, because some of the old-fashioned iconoclasts were very zealous in tearing down, but neglected to furnish anything to replace that which they had destroyed. Michael Angelo, who was an artistic iconoclast, was not one of the saddening class. "I criticise," he said, "not by finding fault only, but by creating something better."

The Builder is as necessary and admirable as the Iconoclast.

So we do not seek to injure "the bloomin' idols made o' mud" which the high priests of advertising would have us continuously fall down before and worship—the in some respects adorable, but in others unavailing, ideas which the "ad. smiths" have forged at the fires of their intellect, and sometimes of their imagination—without endeavoring, with the aid of those whose interests we seek to further,

to bring forth superior *dei ex machina*. So shall the hearts of the job-printer, the publisher and the engraver wax light, and their pocket-books wax heavy, while the shrewd business man and advertiser shall especially rejoice at the exceeding waxness of his business.

* * *

Seriously, we have no wish to wholly disparage or discourage the use of the big daily papers and magazines as advertising mediums. Such a course would be foolish. But we do wish to show that these mediums are not the only pebbles on the shingle. The advertising journals which are looked upon as authorities give far too little attention to the merits of other mediums, and many of them are continually harping against the use of the excellent mediums furnished by the job-printer, the small publisher, etc.

* * *

Now, we ourselves look upon these papers as authorities in many of the matters which pertain to the science of advertising. It is they who deserve the bulk of the credit for the fact that advertising is becoming more and more an exact science year by year. But any discussion which is devoid of unreasoning prejudice and bitterness only serves to help on the same good work. As Heine said: "For enlightenment on any important question we have to thank discussion alone. The world would not yet be enlightened upon many a thing if they had not been the subject of discussion and strife. To discuss and to battle seem to be the most agreeable pastimes of men." Let our iconoclasm be of the cheerful variety. We do not know it all, and we desire to know as much as possible. And if we lose in any argument, we hope to do so cheerfully, knowing that the question we raise will be of ultimate benefit to those connected in any way with the noble art of advertising.

* * *

The strong advocacy of the daily newspaper in the advertising journals is probably the reason that the J. C. Ayer Co. is spending one-fifth of its entire advertising appropriation for 1900 on double-decker pages in Mr. W. R. Hearst's two publications, the New York Journal and the San Francisco Examiner. Is it not high time that a voice that is anything but "still" and "small" should, on behalf of the job-printer and small newspaper man, be heard in the land?

We believe in the case of, at least, fifty lines of business, patent medicine not excluded, that \$10,000 spent in advertising in papers of over 100,000 circulation at their regular rates, no matter how well done, will not bring such satisfactory and remunerative results as the same amount spent judiciously and well with job-printers, distributors and small publishers. We are confident that if there were a contest to prove the superiority of the latter method, these views would be abundantly justified.

We do not say that advertising in weekly papers pays everybody better, or that advertising in the big dailies is not practical, or is not, to some advertisers, the most expeditious or judicious method of advertising; but we claim, in a general way, that \$10,000 spent, for instance, in the New York Journal, at rates which are made up on the million-and-a-quarter-a-day-average basis, will not pay as well as the same amount of money judiciously spent in local weeklies, in printed matter and in other ways of advertising. We fail to see how advertisers of the class who are spending hundreds of thousands of dollars during the year

can reach all those they want to reach without summoning to their aid the local newspapers, the true molders of public opinion.

In a late number of an advertising paper this advertisement stretches over a full page: "It is a fact that you cannot cover Minnesota without using the St. Paul Globe." It may be that in order to cover Minnesota thoroughly the Globe must be used, but we believe that one cannot cover Minnesota without using the Herald in Worth, the Times in Heron Lake, and a few hundred more papers in the smaller towns of that State. There are thousands of men whose flesh is heir to all kinds of ills, and who feel the need of medicine, and whose wives are ready to buy an improved wringer and hundreds of other things if their attention is called to them, whose only or chief fount of instruction is the local paper, the one next in importance in farming districts being the agricultural paper. To these people what the dear old local paper says is gospel truth. They are personally acquainted with the man who publishes it, and its advertising columns are read, while those in the hurly-burly of city life, with its plethora of reading matter, often barely glance at the advertising columns of the newspapers they read.

Congressman Charles B. Landis recently gave utterance to these telling truths:

"The country newspaper men really mould the sentiment of the Republic, and have done so for the last fifty years. The metropolitan papers cannot successfully champion any proposition that meets with the united opposition of the country press. The country newspaper man fashions the politics of this nation. Upon him Lincoln leaned. Oliver P. Morton, Indiana's great War Governor, said a score of times that he could not have saved Indiana to the Union without the assistance of the country editors. The country editors nominated Cleveland in 1892, and will nominate Bryan in 1900, and all the metropolitan newspapers in the country cannot prevent it. It was through country editors that Mr. Hanna worked, prior to the St. Louis convention that nominated William McKinley; and when the Republican members of Congress to-day show an inclination to antagonize their chief executive, it is the country editor who wires, 'Stand by the President,'"

And yet we are told that papers with such influence as these are only "the poorest class of advertising media."

* * *

Publicity, an English founding of Printer's Ink, has, in its March issue, large advertisements of eleven printers.

The English printers realize that the papers which teach business men how to advertise must necessarily have an influence on those who wish to advertise. Here it appears to be almost exclusively the big daily papers who realize this seemingly self-evident proposition. There are in the United States about one hundred publications more or less devoted to advertising matters, whose chief advertising patrons are the daily newspapers, the street car people, etc. Now, we should doubtless respect these publications more if they would appear less biased in favor of the daily papers; but if they thus won our respect, possibly it would be at the risk of their lives.

In their editorial departments many of them certainly appear to exercise a fine discrimination against those who do not advertise in their columns, however clever their advertising may be. And some of them certainly seem to be altogether too cocksure concerning the superior merits of big newspapers as advertising mediums. But—

It's natural, after all. In fact, it's business.

And there is no doubt that many of these papers believe what they say.

The English printers recognized this fact, and carried the war into the enemy's land by advertising in Publicity.

A late number of Printer's Ink has this striking statement: "The trouble seems to be that Printer's Ink is a journal for advertisers, and as such does not have a large circulation among printers."

"Out of the mouth of babes and sucklings proceedeth forth wisdom," said the poet of Israel, and the Printer's Ink babies who are wet-nursed and papped by the daily newspapers are eagerly sought after by the wise men who want to know something about advertising. It is, therefore, a good thing for printers to advertise in these minute Palladiums of Wisdom, and thus secure the attention of these, as well as the ear of the dear public. If a printer is desirous of bringing forward some original advertising matter he will find that the readers of these papers are the very people

who are looking for anything that is original, and who desire to be enlightened on the question of profitable publicity. If more printers would advertise in the advertising journals, it would be a better thing for the paper's patrons, a better thing for the printers and a better thing for the public. Once the public found that "printed matter" and the small newspaper have many advantages for many classes of advertisers which the big dailies and magazines do not possess, there would be far less stagnation in the printing trade.

Then again, such papers should be taken by progressive printers and publishers more than they are. A few dollars spent in subscriptions to such papers as Printer's Ink, Advertising Experience, Profitable Advertising, Fame, the National Advertiser, etc., should be money well invested by a studious printer. Read them religiously, and if you find, for instance, a nicely-made "ready-made ad." for, say, a piano dealer or a real estate man, make use of it, as is the intention. Clip it, or, better, set it up and put to it the name of the up-to-date piano-dealer or the enterprising real estate man. Tell him to have you make a few thousand circulars of this style for him, or to allow the ad. to be inserted in your paper. You should be almost certain to land him. Everybody likes to see his name in print; and sometimes a man who seldom advertises can be more easily reached if a little trouble is taken to show him just how attractive a clever announcement, coupled with his name, will look.

* * *

Certainly printers, engravers, etc., display a little too much inertia in regard to booming their own business. Possibly this is on account of the law of human nature from which arose the old saw that "shoemakers' children are always the worst shod." Anyway it is undoubtedly true that the art preservative of arts should pay more attention to the art explanatory of arts—the potent art of Advertising. So it is intended, as already announced, to make this department, in addition to an upholder of the now less popular methods of publicity, a bureau of criticism for the encouragement, improvement and suggestion of methods of publicity for job-printers, local publishers, etc. The National Printer-Journalist has already made the following announcement, for which we extend our thanks:

"We earnestly request that you will kindly send to the address above given:

"1. Samples of the advertising matter which you have gotten out with the purpose of securing more work.

"2. Samples of the best printed matter you have recently turned out for your patrons.

"3. Any question relative to advertising matters which you would like to have answered by experts in the art of advertising.

"4. Any suggestions you have to offer along the lines of the new department.

"We hope that you will take a great interest in this department, for it is only by your hearty sympathy that it will reach its greatest measure of success, and that whatever help you give it will redound to your great benefit and advantage."

* * *

A young man in Brooklyn, N. Y., started to make his fortune selling certain medical tablets with very little capital, and stopped very soon. He spent about \$500 advertising in New York dailies. He also had printed about 300,000 circulars 6x9 inches, and had them distributed in near-by towns. He attributed his failure to spending half his advertising appropriation in the printing and distribution of the circulars, and made up his mind that if he ever wanted to advertise again, he would use the daily papers, as the greater part of the small returns he received was directly traceable to his newspaper ad.

He was so obliging as to enter into details, and so we found that he had the circulars printed in lots of twenty-five and fifty thousand at a time, and that their average cost was eighty cents a thousand. The most of the circulars were distributed through newsdealers, who agreed to insert one of his circulars in each copy of the papers they sold. He affirmed, in somewhat over-punctuated language, that these blankety-blanked newsdealers put in an occasional paper four or five circulars, throwing the most of them away. Others were given to boys, who evidently distributed them in bulk in some back lot, and then went a-fishing.

To each dollar he got out of the circular business, he received, he thought, three from the use of the daily paper.

In the first place he might just as well have had his three hundred thousand circulars, which were all alike, printed at one time. Almost any printer could have given them to him at 30 cents a thousand in that case. In the second place he should have given the distribution of the circulars to a reliable professional distributor, and paid him \$1.75 a thousand, instead of the exorbitant rates he paid for distribution to the waves and the winds.

He seemed dazed when we told him that there is in Red Bank, N. J., for instance, a distributor whose honesty, reliability and careful and intelligent work is guaranteed by the International Association of Distributors, and that there are such distributors everywhere. Now, had he possessed this most useful advertising knowledge, and ordered his circulars of one printer, and given him the addresses of ten or twenty distributors, instructing him to send to each of them a certain quantity of the circulars, think of the fine start he would have made! And if he would have also written letters to the distributors, telling them to distribute the circulars according to their guaranteed intelligence and experience, and to send him the bill, instead of going around and interviewing a large number of newsdealers before he found a few who practically threw away nine-tenths of his advertising matter—in short, had he known how to advertise,—is there any advertising expert who will presume to say that the results would have been the same?

The big daily papers have the ablest assistance in making known their claims as advertising mediums known to advertisers. They are practically keeping up universities to educate advertisers and advertising agents in the knowledge of their advantages.

A man who advertises in these papers is educated as to how to prepare his ad., what space to use, what times are the best for his particular trade, etc., but the printers, distributors and small weekly papers do not seem to realize that in order to benefit themselves and the public by doing a share of the great work of advertising, they must follow the example of their powerful competitors.

* * *

In order that printed matter should be of high advertising value, it is not alone necessary that proper judgment should be shown in the selection of type, paper, etc., and care taken that the presswork be good. The matter should be well-written and well-arranged from an editorial viewpoint as well as from a typographical one. A circular for a fire sale, an invitation to a millinery opening, each should be treated understandingly, and in a different manner. The printer can often, if he uses his intelligence, be of great use to his customer in the selection of the envelopes in which the circulars are to be placed, etc. Many a patron would be glad to have the printer take the selection of the addresses to whom the matter is to be sent entirely out of his hands. Many business men have not the time or the ability to attend to such things, or cannot have them attended to as understandingly by their employees as would be the case if they were seen to by the employees of the printer. The daily papers are popular advertising mediums because the trouble of advertising is largely taken from the hands of their clients by the advertising agents, and especially employed advertising writers, advertising compositors, etc. If a printing establishment should also aim to take the whole trouble of the advertising it seeks upon itself, it would find that advertising such as it is to the job printer's interest to foster would become more and more popular. It is so troublesome to prepare the copy of one's circulars for the printer, and so perplexing to know how to dispose of one's "printed matter" when it comes home to one unfolded, unenveloped and unaddressed.

If the printer would become an advertising writer or expert for his patrons, there would be less need of his becoming one for himself. He would find his work increase without needing to make a strenuous struggle for publicity.

* * *

The greater the obstacle the greater must be the effort to overcome it. It would be childish to overlook the powerful advertising opposition the small publisher and the printer have to overcome. But Martin Luther regarded an antagonist as a helper; and Peter the Great used to say of his enemies, "These fellows will teach us to beat them yet."

The business man finds it easy and comfortable to

say to the advertising agent, "I want to spend \$25,000 for advertising this year; go to work and do it." All the trouble he has is to pay the bill—for the up-to-date advertising agent is enabled to draw his two commissions without a dissenting murmur, because he has the wit to keep in touch not only with the newspapers, but also with advertising writers, designers and artists.

The business man who wishes to use printed matter to advantage is now generally compelled to see to the writing of his circulars, and the drawing and engraving of his wash drawings and line-cuts. He must find out for himself how many people there exist to whom he can offer his wares with a possibility of success, and must attend to the details of distribution, or the affixing of stamps. At all this the hardware man or grocer, who knows his own business thoroughly, stands aghast. The printer could take all the detail work off his hands, just as the advertising agent does with a newspaper advertisement, if he only made a careful study of the different means of securing the best results through the use of printed matter, and made a practical use of that study. He should read the advertising journals, should keep himself posted as to the methods of distributors; should know of the letter-brokers who have the addresses of new-born babies or people with club feet, should know the firms that do the most satisfactory mailing work, should keep in touch with engravers and electrotypers, etc. All this is a good deal easier than it seems, and the advantages are manifold.

* * *

We are in receipt of No. 346 of "Publicity for Printers," by Musgrove (E. St. Elmo Lewis), in return for one dollar. Autograph copies seem to be the fad now-a-days, and the signature of Mr. Lewis, "in his own handwriting," alone makes the book dead cheap at a single plunk. It is to be regretted, however, that "This Edition is Printed by hand from the original type and blocks, and is Limited to Five Hundred Copies," etc., especially because on the opposite page "To the Seventeen Thousand Printers in the United States and Canada who taught me all I know about the Advertising of the Printing Business, this Booklet is Dedicated." Mark Twain had heard it laid down as an axiom that the man to whom a book was inscribed was sure to buy a copy, and so, with much shrewdness, dedicated one of his works to John Smith. But how are the 17,000 printers of whom Mr. Lewis learned so much going to get anything in return if the publicity of his magnum opus is limited to five hundred copies?

* * *

"Publicity for Printers" is a somewhat overgrown "booklet," as it contains 106 pages, 6x9, exclusive of advertisements, and cover-pages, and inserts, and things. It is nicely printed, with expansive margins, and has an attractive Gatchel & Manning clay-modelled cover. Its frontispiece is a reproduction of "Musgrove's" cheerful phiz. It is a pity that a work like this should be so marred with the most glaring of those errors of which writers are so wont to make a scapegoat of the printer.

From a careful perusal of the work, it is seen that the chef d'œuvre of publicity for printers is the blotter. There are other ways in which the craft may advertise, the book admits, but all these do not receive a tithe of the attention accorded to the lordly blotter. The blotter is mentioned by name at least ninety-two times in the volume, and a great many more "veiled references" to it are made. The author recommends in one case "a pad, never discarded." He does not say what kind of a pad. From the qualification, one might infer it was a liver pad; but it is possibly another form of the ubiquitous blotter. But the blotters shown are of the little-red-devil kind; not the printer's devil, but the one that "a hideous devil-city" unburdens itself of when one is in that pleasantly imaginative state of mind known as the jim-jams.

* * *

Some of Musgrove's paragraphs have a clearness and directness of diction that is admirable, but he is sometimes delivered of paragraphs that are as obscure as any of Mr. Browning's poetry. What ideas, for instance, does the writer mean to convey by these paragraphs?

"The inordinate order-hunger among printers generally is one of the difficulties in the way of their making advertising pay. They are over-anxious, forgetting that an order turned down sometimes leads to larger ones." (Three printers gave three different versions of what they severally

thought the last clause meant; and none of them evolved anything they cared to endorse.)

"I do as good work for you as for myself," says a printer. Some printers might alter that very clever phrase and say, "I do better work for you than for myself, for I do mine when I have nothing else to do." (Paragraph from Musgrove's department in the *Inland Printer*.)

* * *

There are many good things in the book, as might be expected from a man of Mr. Lewis' experience. But it is probable that there are many of the seventeen thousand printers to whom it is dedicated that would not find it altogether soul-satisfying. It is not what the book says so much as what it does not say. All advertising is probably of more or less benefit; but the kind of Publicity the printer wants is that which is the most likely to bring More Work. Mr. Lewis does not seem to be unaware of this; he preaches More Work as much as he does Publicity. But the sending out of freak blotters, for instance, while it may be a very good thing for the big printer who has a large clientele, and needs chiefly to keep his name before the public, is possibly not just what the struggling printer in a small town needs to start the people thinking.

He needs to show the public the possibilities his office contains for them. He needs to convince them that they have a personal interest in such printing as he can do, and that the publicity which he can provide for them will mean more work for them as well as for him. There are thousands of printers in small towns who want to know how to make some people realize the importance, not alone of having good printing done, but of having any kind of printing done. They want to learn how to properly educate the public to the fact that the representative of "the art preservative" is one of the most important members of a small community; that the printer is as worthy of his hire as the lawyer, and that people should no more expect to get printing for nothing than anything else.

* * *

There is no trade or profession that the ordinary citizen knows so little about as printing. This would doubtless be a surprise to the ordinary citizen, and so he ought to know that he knows not. But to tell him so is a delicate thing—and the printer naturally wants to know how to inform him of his ignorance without hurting his feelings. "Musgrove" has one or two excellent remarks concerning the importance of a knowledge of human nature, but he does not follow up the question. Effective advertising for printers should be largely based upon a knowledge of human nature; for there is no craftsman that is so handicapped by the idiosyncracies of human nature as the printer—especially the printer whose lot is cast in a small community. If "Musgrove" had drawn upon the knowledge of human nature he must needs possess to be the successful advertising man he is, he might have given the printer some ideas on advertising in his "Publicity for Printers" that would be worth a good many dollars.

Still, as we have said, the book contains much of interest and value. These things we hope to have the pleasure of treating in an appreciative manner in another issue. We do not regret the dollar, and are sorry that the work is limited to an edition de luxe.

* * *

Printers and publishers who are not familiar with the addressing, mailing and distributing businesses will find it to their interest to obtain sample copies of:

1. "Bill Poster and Display Advertising," which is the official journal of the Association of Bill Posters of the United States and Canada, and the International Distributors' Association of the United States and Canada. 10c. a copy, \$1.00 a year. Park Row, New York.
2. "The Bill-board," published weekly. 10c. a copy, \$4.00 a year. 127 Eighth Street, Cincinnati, O.
3. "The Up-to-Date Distributer," published monthly by Will A. Molton's Distributing Agency, 84 Public Square, Cleveland, O. 10c. a copy, \$1.00 a year.

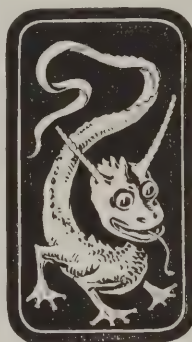
Address these publications for sample copies and information. You will receive all the circulars and lists of the numerous organizations which they represent and whose mouthpieces they are.

* * *

A good way for printers, engravers, etc., to advertise is, when they have made a particularly fine job, to print an extra number of copies, and send them, as a sample of what they

have done for others, to persons who are likely to want similar work. A booklet gotten up by a printer to advertise his own business may be looked upon by the advertising public in some such way as this: "Of course he wouldn't be likely to do inferior work when he gets up something especially to advertise his own printing, but how am I to know that he will be as careful with the ordinary run of work?" But when the general public see jobs they know to have been prepared by the printer or engraver for one of themselves, they are likely to think it a fair criterion by which to judge.

* * *



The Suffolk Engraving Co., of Boston, has just done a bit of this kind of advertising which should be effective. It is a twelve-page booklet they have prepared to exploit the merits of Nodusto, a substance that is a foe to dust and its attendant host of microbes. There is no dust on the advertisement; it is right up to date. It reflects great credit on the facilities of the Suffolk Engraving Company's artists, engravers and electrotypers. The writing and arrangement of the booklet is a triumph of the versatile genius of Mr. Dennison, the manager of that establishment. The cover has a design on the upper left-hand corner of a cheerful looking bird that might serve a double advertising purpose.

It passes very well for one of the microbes that battens upon the dust of ages—hence is a good ad. for the Nodusto people. Then others may see in it a resemblance to the Phoenix of old, which fire only served to rejuvenate. Thus it would be a good ad. for the Suffolk Engraving Company, which, though burned out a month or so ago, appears to be doing even better work than was its pristine wont. The printing was done by that high-grade printer, Carl H. Heintzemann, who, though burned out in the same fire, is now splendidly ensconced in a fine office opposite the South Station, Boston.

* * *

We begin in this number a series of advertisements for the use of different trades. As this is the opening of the best season for advertising gas as a cooking agent, gas advertising will first be treated.

The heads of many gas companies are beginning to grasp the fact that there is a sure way to offset the numerous unreasonable prejudices and mistaken ideas that prevail in regard to the use of gas. That way is by persistent, intelligent advertising.

The leading gas journals, and leading speakers at gas trade conventions, are enthusiastic over this innovation and the wonderful success that has already followed the advertising of gas.

The gas companies are beginning to realize that the summer is the season par excellence for advertising gas as fuel, because the heat attendant upon the use of coal is not welcome at this time of year. But you will be likely to find the gas companies especially willing to advertise this summer, because the Standard Oil Company is putting on the market a wickless oil stove, and is advertising it very extensively.

Realizing these facts, and in our earnest desire to be of benefit to publishers of local papers, we have made arrangements with an advertising house for the privilege of using the four ads. printed on the next page. We believe that if you will call with these four ads. on the managers of gas companies, and tell them to select one or the other of these ads., you will be likely to induce them to advertise for the whole summer. We would be very much interested to hear from you, Mr. Publisher, if you will have benefited by offering them these advertisements. If they are of use to you we will continue giving these ads. for other lines of business, when their season is on.

The electrotypes of these ads. will be sent, postage paid, to any subscriber of the *National Printer-Journalist*, by that paper, or by "Iconoclast," 186 Summer St., Boston, Mass.:

50 cents for electrotypé No.	9.
50 " " " "	10.
\$1.00 " " " "	8.
\$1.00 " " " "	11.

This, as you will see, is but the actual cost of the electros, packing and expressage. These electrotypes, though copyrighted, are released to any subscriber to the *National Printer-Journalist*. Or any subscriber to the paper is permitted to set up the advertisement himself or get the illustrations made in his own place if he prefers.



COPYRIGHT 1900 BY WM BORSODI, BOSTON.

SUMMER TORMENT

ONLY A
WALL BETWEEN

SUMMER COMFORT

With the thermometer up to blood heat.

Why roast and stew and simmer *yourself*, as well as the food?

Think of summer heat added to coal heat and work heat—what have good women done that they should suffer so?

There is enough heat in summer without making more of it.

And it isn't alone when it is doing your work that the coal stove is a source of bother and discomfort. The heat cannot be chased out of your house for hours.

Marriage is a failure if the wife has to suffer on account of a coal stove, that bane of summer existence.

With the mercury at a proper altitude.

Why not get a gas stove, which cooks food thoroughly, but does not cook *you*?

With a gas stove you have the heat just *where* you want it, and *when* you want it: It is entirely under your control.

With gas your ovens are heated in three minutes after you light the gas. If you want boiling water you can get it in five minutes, without inconvenience. If you want to heat an iron, you can do it without making your kitchen like the stoke-room of an ocean steamer.

Get a gas stove, and keep cool and comfortable at the time of year you *should* keep cool.

??? Gas Company

GAS ADV. 8



"Why do I look so well and happy this summer? Because I *am* well and happy.

"You see, my wife insisted that I should get a gas stove.

"I've lost my indigestion—there's no reward for its return. You know how it used to make me feel like a dog in the dog-days. *** I get my meals on time. *** I carry no more coal. *** There are no more explosions, such as we had when we tried oil and gasoline. *** And my wife—instead of having all her vim and strength used up in the kitchen—is also well and happy."

Why Shouldn't **YOU** be Happy this Summer
AS WELL AS WELL?

Ask us for a convincing demonstration of the superiority of gas.

??? GAS COMPANY.



GAS ADV. 9

WHY not use a gas range this summer?

SUFFER not a coal stove to overheat you and underheat your food.

FROM the use of gasoline or oil stoves, there is always grave danger.

THE gas stove is safe; no danger of explosion as from liquid fuels.

HEAT under perfect control; when you want it and where you want it.

IN the summer months, when it is one's duty to keep cool,

YOUR health and happiness should be considered; get a gas range.

KITCHEN economy and convenience demand its use.

ASK FOR PARTICULARS.

??? Gas Company

GAS ADV. 10

SUMMER DANGERS.

There is danger in the coal range or wood stove, especially in the summer. Danger of a serious conflagration; danger of your children getting burned. A chimney-fire in the months when the roofs are dry may be something more than merely annoying; it may become a very serious matter.

There is danger to health from burning coal and wood, with their uneven heat, at any time, but especially in the summer. Many women have gone into early graves because of the debilitating effects of working in close, overheated kitchens.

This is danger of indigestion. The nutritious food-values are driven from the food cooked by coal or wood. There is no time when so much attention should be paid to the stomach as in the summer.

There is danger of wearing yourself out with the enervating details incident to the running of an old-fashioned cook stove. It is an especial trial amid the summer heats.

In order to avoid some of the inconveniences of coal and wood as fuel, many housewives use oil, gasoline or other liquid fuels in the summer. But—

There is danger—great danger of explosion by means of these liquid fuels. Here is a brief extract from the report of the Michigan State Board of Health for 1888, which warning was repeated in other issues:

"We find gasoline (a colorless, volatile, inflammable product of the distillation of crude petroleum) in use in our State in the hands of hundreds of persons who do not know that the vapor rising from it, when mixed with the atmosphere in the proper proportion, is one of the most dangerous explosives."

GET A GAS STOVE AND
HAVE A HAPPY SUMMER.

ASK FOR PARTICULARS.

??? Gas Company

GAS ADV. 11

JUST as the NATIONAL PRINTER-JOURNALIST's devil makes his howl for a page more of copy, we receive a number of interesting letters from leading men of the trades we seek to boom highly sympathetic with the aims and objects of this department. Sorry they didn't arrive earlier; we would have had a better first instalment. We want the help not only of the leaders, but also of the followers—of all who have ideas or suggestions—of all who agree or disagree with us. By that means, and that alone, we will have a department whose influence will be felt throughout the length and breadth of the lands where publicity is promulgated. Write early and often. We will print selections from the letters later; and we'd like to have many more.

* * *

Here are a number of samples of the advertising done by those of the trades we are interested in. The four ads first listed appear in the current issues of journals devoted to advertising—excellent mediums for these trades.

* * *

Mr. Dennison practices what he preaches, and shows the possibility of telling a story effectively, and giving some idea of his work, in the brief space of an inch.

* * *

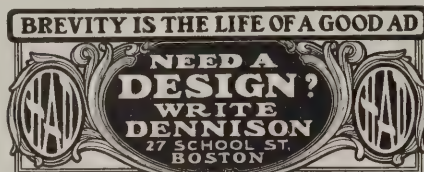
The strong characterful face of Mr. Barber stands right out of the white space which surrounds it, as do the two paragraphs, which also tell a whole lot. Mr. Barber appears to be a veteran in the warfare of advertising.

* * *

White on black makes a particularly effective ad.; but how much of this class of work appears to have been executed with an ax! Gatchell & Manning is a firm-name to conjure with in all kinds of engraving, and yet they use this primitive idea as the basis of an advertisement of their work. And yet it is a splendid ad., for the lettering is clearly and beautifully done and the display admirable. The trinity-signs are appropriate ornaments for the art-trinity, Designing, Illustrating, Engraving, which will work together for the good of the advertiser when they are done by this firm.

* * *

The great Buffalo firm makes an attractive bid for the work of the Bay State by their advertisement in Profitable Advertising, of Boston. The ad. is one that



catches the eye, and whereas they might have shown Buffalo in a map, with their establishment taking up a large part of the city, as it really does, they do better and show their own loved state to the dwellers of Massachusetts.

* * *

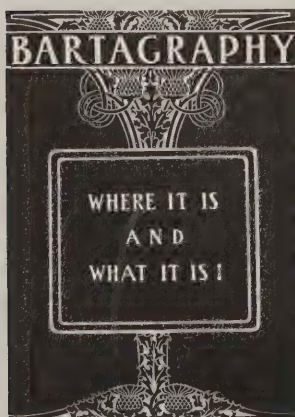
"Bartagraphy" is a word that has not yet got into the dictionaries, but it should be there. The word, as well as what it implies, has the approval of that city of art and culture known as Boston, and what is good enough for Boston should be good enough for most any place. The daintiest, most deliciously delicate bit of printing-advertising that we have seen for some time is the folio announcement of the Barta Press that it has moved into one of the most beautiful printing-houses in the land. We give a faint idea of the buff-tinted and faintly-embossed cover, with its taking title. "Where it is" is

forms of printing work without appearing to do so, which is the highest art in advertising. The headpiece is shown in the reproduction of the first page. It and the tailpiece, which represents the herald "pricking o'er the playne," after having made his pronouncement, were executed by Bird, who is one. The second page of the cover has a fine half-tone of the Barta Press's new home. The arrangement of the little book, the press-work, the writing, all are admirable. The booklet is enclosed in an envelope on which the cover-design appears in a lighter tint. The piece of cardboard which keeps the book from being hurt in transit is also worthy of note, as it is an evidence of the care that is so essential a characteristic of the good printer. We quote:

Our new home?

We'd like to show it to you—from the commodious offices and the art-rooms on the second floor, through the two large metal-celled press-rooms on the third, to the big composing-rooms, with their wealth of light direct from the sky, that occupy the whole of the fourth. The metal-celled press-rooms, by the way, are worth a passing notice. They are finished in light buff, and are really an important adjunct to the best press-work. No dust can fall from them and make ugly little spots on half-tones. They will help to make Bartagraphy even more perfect than of old.

clearly elucidated by the map of business Boston on the third page of the cover; and as to "What it is"—well, the look of the book tells you that without the text. It gives an idea of several different



PROCLAIMING the removal of THE BARTA PRESS, Printers, heretofore known to the lovers of good typography as L. BARTA AND COMPANY, and briefly describing the commodious new home at Number Twenty-eight Oliver Street, in Boston Town, of which this concern took possession last night. A decade of typographic progress and the development of "BARTAGRAPHY."

We are in receipt of an eight-page booklet gotten up to advertise the printing business of Frank Mabin, stationer and "fine printer" of Plymouth, England. The composition is neatly done in small pica, with the ornaments which we in this country most commonly use with Jensen. The great feature to which the booklet calls attention is the fact that he has a complete set of small silhouettes of which "the orator" series were the first to be used here. Mr. Mabin places the speakers on the cover, with the expressions, "Trade Dull? Wake It Up!" in display type that is essentially English. There is some good argument in the booklet, but a suggestion of mixed metaphors in this sentence:

"Circulars should be off the common rut, and possess some attractive feature that calls a halt. I do that class of work."

If a circular is off the common rut, there is no excuse for a halt. Circulars such as Mr. Mabin shows he has the ability to prepare should be the wheels that make the wagon of commerce glide along smoothly.

The booklet of Mr. Mabin's should bring trade to his printery, and wake our English cousins up to the benefits of the class of advertising that wakes up trade.

* * *

Publishers who see possibilities in this department as it is now, or as it is bound to become through the able and valuable assistance of printers, engravers, etc., who recognize the advantages of making the department "a clearing house of ideas" which will be to the mutual advantage of many—who are willing to help in anything that is likely to increase the efficiency and value of advertising in the ways especially advocated here, will find it of mutual benefit to send copies of this paper to "Iconoclast," 186 Summer St., Boston, Mass. A free copy of their publication would be of particular value in aiding "Iconoclast" and "Builder" to iconoclize and build, to what we trust will be the lasting benefit of the classes in which we are especially interested.

* * *

A prominent advertising writer recently made the bold statement that the daily papers of the biggest circulation had the least waste. This is certainly not so, as such a recognized authority should very well know. Contrariwise they have the biggest waste, which may be proved not only by the heavy wagon-loads of unsold copies which circulate back to the office, though these alone are very eloquent on the subject of waste. Are not those "500,000 copies" of the Journal sold in Boston, Philadelphia, Buffalo and Rochester practically a total waste for the Siegel-Cooper Co. in New York? How much waste must the Providence clothing firm reckon with which takes whole pages of the New York Evening Journal to advertise its bargain sales? Is not every copy which goes outside the limits of Greater New York and Jersey City a clear waste for amusement advertisers?

* * *

A postal card addressed to the following firms will bring you all the necessary information about the addressing and mailing businesses, which is of vital interest to printers and publishers. These are the firms whose names occur to us at present, but there are doubtless other reliable houses:

1. Trade Circular Addressing Co., 125 Clark Street, Chicago, Ill.
2. Trow City Directory Co., 21-27 University Place, Broadway, New York City.
3. Rapid Addressing Company, 290 Broadway, New York City.
4. Boyd's Dispatch, 16 Beekman Street, New York City.
5. Boston Mailing Co., 60 India Street, Boston, Mass.
6. Frank R. Carter, 114 W. 34th Street, New York City.
7. Gardiner Mailing and Binding Co., 214 William Street, New York City.

All the houses here mentioned are not only doing local business, but have the best and most reliable addressing material on hand and are equipped to do the best work in this line. The circulars you can obtain from these firms will prove of interest and value to the printing trade.

* * *

Why doesn't somebody send us some advertising matter that is BAD—that we can tear to pieces, and scatter to the winds of the morn?

"It has lately become the fad of printers to publish a little paper of their own," says "Mugrover," in "Publicity for Printers." "These papers generally just miss being good advertisements."

There are other trades for which regular publications of their own are much better advertisements than for the printing trade, and the printer, though he does not have a paper designed solely for the purpose of booming his own business, should try to persuade other advertisers to assure him of a regular source of revenue by getting him to print their little trade papers. Let us make the printer in a good-sized town a suggestion along this line. Clip the newspaper accounts of all fires occurring in your city and vicinity within a certain period. A little editing will make the losses that were covered by insurance, and those that were not, point a moral. Make of these clippings an eight-page or a sixteen-page booklet or magazine or a four-page paper, estimate the cost of 500 or 5,000 copies, and show the proof to an up-to-date insurance agent in your city. Tell him your price, and also that of a distributor for distributing the periodical every month. If you put this proposition before insurance men in a complete form, you should have whatever risk you take abundantly justified by an order which will furnish continuous work. Insurance agents representing more than one company manage to divide the expense of such a publication among their different companies, which are glad to help an agent who gives such evidence of enterprise. This suggestion may serve to help you to think of some better enterprise along the same lines which would, like this, bring in a steady income.

* * *

DISTRIBUTING METHODS.

As a supplement to other methods of publicity, a large number of large advertisers distribute circulars and samples.

It is difficult to keep track of this, as the work is often done at a distance from home and entrusted to people almost unknown.

A number of cities have passed laws prohibiting the stuffing of circulars in letter boxes.

If the work of distributing is not in the hands of honest and trustworthy men, the distribution is apt to be carried on in a very slipshod sort of way; the circulars are very often thrown in areas, ten to twenty-five in a bunch.

These are seldom, if ever, read, and the advertiser has had his trouble for his pains.

Of course reputable distributors do not stoop to such methods. The Advisor would like to see a sort of central bureau established, in charge of a competent man, who would exact reports from his subordinates for the work done.

Cities could be divided into districts, each district in charge of a man, he to make his reports to the manager of the central bureau.

Advertisers should be furnished with checking lists, showing when, where and how the circulars were distributed.

Such methods would prove paying for the man who uses circulars, besides putting the business on a business plane.

So says one of the leading journals devoted to the interests of the advertiser. But in some advertising matters the Advisor appears to be ill-advised. For, with all it should know about the advertising business, and all it undoubtedly does know, it does not appear to be acquainted with the fact that there are thousands of honest and efficient distributors all over the country, whose services are guaranteed by reliable associations, which revise their lists every month, and which hold regular conventions that are attended by thousands of members and have their own publications which would be of great credit to any organization.

This branch of advertising is very much neglected. The Iconoclast has lately corresponded with business men in many cities, incidentally calling their attention to the valuable services rendered by distributors, and telling them to give the preference to those who are members of associations. Their answers expressed surprise that men of that stamp conducted a systematic business in their community, as they were hitherto unaware of it.

Distributors are powerful allies of printers; and printers, at least, should know all about them, so that they may be able to advise their patrons with profit all around. Many a man desires to cover a certain territory with printed matter, but is afraid that he cannot afford \$100 for postage, let alone the cost of envelopes and addressing. He should know that he can have 10,000 circulars distributed through a thoroughly reliable man for less than one-sixth of the cost of ordinary dissemination.

Let the distributors tell of their existence to the printers. Let them work together, and each will be benefited.

* * *

If, after studying the advertising journals, you have not sufficient confidence in your own abilities as an adver-

tising writer (notwithstanding that printers make the best ad. smiths) recommend your patrons to have their advertising matter prepared by experts, or get it done by them yourself. The chances of failure will then be greatly reduced. It is very easy to persuade a business man, if he is approached in the right way, that the brainy man who makes a special study of advertising, generally knows more about it than one who has not made this study. One reason why ad. writers are not more popular is because many of them assume to know all that is in the heavens above, and the earth beneath, and the waters under the earth, and so are apt to disgust the sensible man of business.

The Iconoclast lately spoke with a man who has for thirty years spent money in all kinds of advertising, but had no confidence in the advertising "experts" he had met. He said that one of these, over whose lofty brow about twenty-two summers had flown, told him that he had made up his mind from "actual experience" that advertising except in the "big" daily papers and in the "biggest" magazines is of no earthly use. The Iconoclast's informant said that he had spent thousands of dollars for advertising by means of daily papers and weekly papers and magazines, cast-iron enamel signs, street-car placards, sandwich men, circulars and advertising novelties, and to save his soul he could not say positively which was the best way to advertise. But this young man knew it all.

This incident is cited to show that advertising men should use discretion in telling what they think they know, and possibly in many cases do know. The noble profession of advertising writing is hurt by the effusions of colossal egotists and bluffers within its ranks.

* * *

NEW YORK DAILIES AND OTHERS.

To hear the solicitors of the New York papers, an advertiser who was not acquainted with the situation would imagine that his business would not prosper unless he used them.

Nothing is further from the facts in the case.

As a matter of record and comparison, the New York papers carry less general business than any of the dailies throughout the United States.

There are between four hundred and five hundred large general advertisers scattered throughout the country, and it would be a liberal estimate to say that the New York dailies carry ten per cent of this number.

Sapollito does not use the New York dailies at all, and Pearlline uses but very small space. This would seem a clear indication that the New York papers are not necessary to any advertiser's success.

The rates charged by the New York dailies are entirely too high; some of them charge extra for broken column rules and display type, while others have absurd regulations as to the style of type to be used.

If a news story is set with heavy type and bold headlines, why should not the advertiser, who pays for the space occupied by the news column, be allowed the same privilege?

Willard Everett, of C. I. Hood & Co., raised this question some time ago with one of the New York dailies. He received no satisfactory reply, and the result of it all was a curtailing of space in that paper by Mr. Everett.

The New York dailies, at least some of them, to judge by their blowing of horns, deem themselves indispensable to large advertisers. The facts prove the contrary.

New York publishers can't fool the advertisers all the time.

This article is from the Advisor, a bright advertising journal, and it is right. The large papers are charging higher prices than their circulation and advertising influence justify their doing. But then they are compelled to. At the high price of paper, etc., they do not make anything on the sale of copies, so they have to make the advertisers "pay the freight." The expenses of the big dailies are enormous. They pay princely salaries to their cartoonists so that their competitors may not get them unless they offer still larger salaries. Then they have to advertise themselves by marvelous enterprises such as getting Miss Cisneros out of jail, feting her and carrying her through the country—all of which the advertiser pays, to the glory of the new or the yellow journalism, by whatever name it be called by friends or foes. The advertiser has to pay for thousands of things which are really not the legitimate work of newspapers. Of course, these things may bring up the circulation, but hardly to the point that reimburses the advertiser for the lucre he is forced to disburse. If the reader does not care to pay an additional price for these sensations, the advertiser has to.

* * *

There is great need for a reliable business directory of the United States, to be published every year, and perhaps revised during the year, which would be as up-to-date as, for instance, the services of mercantile agencies are in regard to ratings—some service arranged so that

several small business men could club together to make use of its advantages. There are many printers, however, who would willingly stand the expense of a service restricted to themselves, so great would be its advantages to them.

We are acquainted with a printer who was lately fortunate enough to obtain a good directory of the florists of the United States, which is published at Chicago, and by means of that directory obtained orders for printed matter from men of many trades. Orders, for example, from a glass firm which was anxious to sell glass for greenhouses; from a boilermaker and from a large nurseryman; with prospects of many more, simply because these persons were shown that their printed matter could be sent to all the florists in the country without any trouble. Some of these men never had systematic advertising done for them in connection with the florist business before. This printer has tried this scheme in other branches of business, but has failed, owing to the difficulty of securing a list of addresses that amounted to anything. There are few things of more aid to a printer who has the facilities for turning out a good amount of work than a first-class business directory.

There are several concerns in the country which make a business of furnishing addresses of various trades. A large proportion of them are of little benefit to their subscribers, using directories which are ten years old, because they do not care to buy new ones or because new ones do not appear. It is wonderful how much this matter of business directories is neglected in the United States, whose standard of advertising is, all things considered, the highest in the world, whereas in nearly all European countries there are all kinds of good trade directories and adequate means of obtaining addresses of any certain branch.

* * *

It is possible that many find daily newspapers exceedingly profitable, despite the waste, the enterprise for which they pay, etc., but it is certainly most absurd to state that daily papers of the biggest circulation have not ten or a hundred times the waste that ensues from the use of any other form of publicity.

NOTES AND COMMENT.

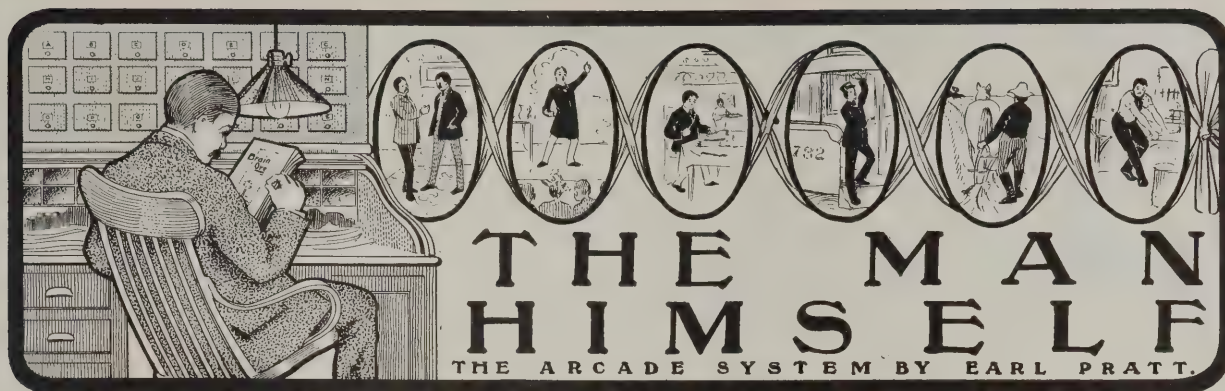
Pastelle work by Eugene Paul Ullman, recently shown, as reproduced by the half-tone process, in some of the leading printers' journals, give evidence of high artistic attainments. Young Mr. Ullman, who has recently returned from attending art schools in Europe, is the son of the well known Sigmund Ullman, of the printing ink company of New York City bearing his name. The work exhibits the boldness of genius, and the effect in colors is very striking.

* * *

The Chicago Press Club are preparing to decorate their beautiful rooms in a novel and original manner. The dadoes of the hall and billiard rooms are to be covered with matrices of the title page of all the Chicago newspapers, and as many of those of neighboring cities as space will accommodate. The walls of the reading room are to be hung with magazine covers arranged in decorative design, and the friezes will be enlivened by examples of the poster's art, limited, however, to the issues of newspapers and periodicals. Publishers of newspapers outside in other cities are invited to join in this novel exhibit by sending their matrices to the librarian of the club.

* * *

The design of our prize title head for the new department of "Publicity and More Work" this month is by Mr. Bird, one of Boston's leading artists. On one side "Iconoclast" as a destroyer of idols is tearing down the walls of the temple of idolatry wherein are worshiped false ideas of publicity, while on the other side as a "Builder" he is erecting a temple of business success founded on just and honest methods and principles. By the way, this department is for the benefit of a large class of printers and publishers who will benefit themselves a hundred fold more than the money required and at the same time show proper gratitude for, and appreciation of, efforts in their behalf by sending in the money to pay for a year's subscription to the National Printer-Journalist at once, and by advising all their printer and newspaper friends to do likewise, will do that which will in no way discommode or injure themselves, but will help to enrich others and add indirectly to their own prosperity.



NOTICE TO EDITORS OF THIS AND OTHER COUNTRIES.

You are invited to join me in my research work on the following plan: Give me one of your reporters for two or more hours a month to collect from the people scattered and unrecorded valuable information. Each reporter's work can be sent in manuscript or printed and a clipping mailed or a marked copy forwarded to me. From the contributions — which may include any suitable clippings from past numbers of your publications — copyrighted, syndicate articles will be prepared and run in this journal, and contributors are at liberty to run in their publications all or part of these monthly reports. We will first take up examples of laughable, unusual, or expensive mistakes, trying to study at the same time the sources and elimination of trouble.

E. M. PRATT, 123 Fifth Avenue, Chicago, Ill., U. S. A.

BLUNDERS AND BREAKS.

Copyrighted, 1899, by E. M. Pratt.

"What is the cause of criminal carelessness?" Two years ago a general secretary asked me the above question. He had been having trouble with some of the department secretaries under him, and I have been thinking about the subject ever since. It may be due to ignorance. Some claim that people are not as good nor as bad as they appear to be—if we knew more we would be better. But we will know more if we are any good and have our goal in the right place. The idea that experience is a dear school, but fools will learn in no other, might be revised to read: It is a wise man who learns by experience; fools never learn. Though a man is not to be blamed for being born ignorant, he can be blamed for remaining ignorant, and continued or repeated carelessness may be called criminal.

It may be due to coaxing a person to promise to try to do something not possible for him to accomplish. Weak people are easy promisers and some people can coax the birds out of the bushes; so every time your heart beats some one has promised to do an impossibility, and thus the list of blunders and breaks grows.

It may be due to bad example. Can an employer who is careless have employes who are careful? Can a poor worker keep good workers under him any length of time? If, as I recently read, thirteen in every hundred think, let them think on the last questions.

Scattered attention is surely a cause of errors. Some think about their play during work hours, and during play hours they think about their work, and as a result they neither play nor work. It is not business to think of things at the wrong time. Nor is it business to think too far ahead or too far behind. The former is for prophets and the latter for historians. Those who make big money study history and read the future, but the average business man must look steadily at today and keep his head and hands busy.

Worrying weakens. Any one can worry himself silly. A man who had tired his head dwelling on trouble, said to me: "That is the time you hit the head on the nail." His thinking machine was reversed by exhaustion.

If you think faster than you write you are likely to leave out words and parts of words. If you have too wild ideas you may use an unnecessary amount of capital letters when writing. The mistake of making a "g" in place of a "d," as some often do, may be because the writer is tired and it is easier for him to go down than up. A writer may make a mistake, erase it, then make the same mistake again right where he erased it. This is due to writing automatically while thinking ahead. When you put your mucilage brush in the ink bottle it is a sign you need more sleep.

A narrow view of life causes errors that are most troublesome. A wide path gives a narrow view. A narrow path, if high, gives a broad view. A tramp has a wide path and a narrow view. The intelligent, hard-working, successful man is the very antithesis of the typi-

cal tramp, and he has a broad view, but his daily path is almost a bee line and as narrow as a fence-board on edge.

Statistics say that Monday is the careless day of the week and the day for mistakes and accidents. This must be due to people using Sunday to get untuned rather than to become better tuned. How is it with the violin and strings? Is it better to loosen the strings when not in use, or should the instrument be kept all the time in tune? I may select Sunday for a subject in order to learn how to use the day to my profit.

I heard Moody say that he had learned by experience that he could not preach seven days a week and keep free from headaches. The teacher and preacher live the longest of any class of workers, so the hint from Mr. Moody is worth remembering. The newspapers reported that Capt. Watkins of the Paris lost his master's license for two years, on account of an unaccountable error. There is certainly plenty of room for original research near the sources of carelessness and errors.

QUESTIONS.

Did you ever give out a five dollar gold piece for a nickel?

Have you taken a train in the wrong direction or the wrong train in the right direction?

How are you on mailing letters for others as well as for yourself?

Have you alighted from a train in a reversed manner?

Have you got mad at another person and then found you were the one wrong?

Did you ever punish a child by mistake when it deserved praise for what it really did?

What do you think are ten causes of errors and accidents?

Can you recall an example of reversed reasoning, of a laughable nature on second thought?

How can a blunderer stop blundering if he is in earnest and wants to do better?

What are the sources of a clear head?

Have you noticed that in conversation you can contradict yourself in two minutes?

Have you let others lead you into an error of reasoning?

Did you ever try to find the area of a triangle 40x60x100 feet?

What other subjects are you made to think of by these questions?

What is the difference between an accident and a mistake?

What is one of the most expensive errors you have heard about?

What are two or three easily made blunders in your line of work?

How really great must a man be to be willing to tell his blunders for the good of his brethren?

Can you recall a laughable laugh-last event?

Are little errors the sources of big mistakes?



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.

Rudyard Kipling is doing some notable reporting in South Africa. A study of his letters describing "Hospital Train No. 3" will be profitable to every ambitious reporter. Kipling may be writing "literature" but it is "good newspaper stuff" nevertheless, because it goes straight to the point and gives a maximum amount of information in a minimum amount of space. It is worth while for every newspaper writer to study his methods and compare his style with that of other writers who secure less satisfying results after spoiling three times as much white paper.

Kipling gives a vivid picture of "Hospital Train No. 3" because he sticks to that particular train. The temptation must be strong to tell about other trains and other things, but he selects a comparatively few facts out of the great mass before him, writes about those simply and directly, and, behold, the picture of "Hospital Train No. 3" with its wounded men and the scenes through which it passes, rises from the paper and stands out in bold relief. It will not pay to imitate Kipling, but it will pay to read him closely, noting the impressive results that can be secured with a few simple words when these words are assembled by a master.

This pleasant little rebuke from the Chicago Tribune contains a rule that is well worth remembering:

"Let us give Rev. Sheldon his due," says the valued Kansas City Journal. In pursuance of which laudable purpose let us call him the Rev. Charles M. Sheldon, or at the least the Rev. Mr. Sheldon.

These "Movements of Nebraskans" have been floating around for some time, credited to the Palmyra Item. They contain a lesson that a keen newspaper writer will find without the aid of a diagram:

Mrs. Thomas L. Stewart trained to Lincoln this week.
Mrs. Caddy and granddaughter Christmased at Syracuse.

The Misses Hill of Havelock are here pleasuring with their uncle and aunt, Mr. and Mrs. Frank Hill.

When a reporter says that a man "Sundayed" in town his intentions are usually of the best. He wishes to give a pleasing variety to his items and has no idea that he is committing the equivalent of a felony. A dozen or two short "personals" merely reciting the fact that certain persons are in town or out cannot be made any more interesting than a catalogue, even with the aid of all the quirks and turns at the command of the most ingenious writer. The best way to avoid monotony on the one side and flippant foolishness of the "Sundayed" order on the other is to make real news items out of personal notices whenever possible. It is a rare going or coming that is not attached in some way to a good little story. To say that "John Black of Millvale is at the Grand" is a sheer waste of space, for all of the arrivals of the Grand could be bunched in one paragraph without making it one whit less interesting. If news is scarce and space is abundant John Black can be made to tell about the crops or the latest gossip at Millvale, or the "feeling" in his neighborhood over the coming election. Interviews of this kind are interesting and valuable, especially for a county paper.

A college president has called my attention to a question of newspaper ethics that seems to deserve notice. "During the past year," he writes, "I had some important information which I was particularly desirous of keeping out of the papers. No good end could be served by its publication; on the contrary the interests of the public and

the college alike demanded that nothing be said for some months. To make the matter sure I called in the editor of the town paper and laid the whole matter before him. I trusted him fully and he pledged himself not to make use of any information I had given him until the time should arrive for its regular publication. I was greatly shocked, therefore, when the matter appeared in full in a few weeks, substantially as I had given it. When I expressed my displeasure to the editor, he was not conscious that he had done anything wrong. His defense was that he had secured the matter from entirely independent sources, and therefore was justified in printing it. I cannot agree that the ethics of journalism will permit a man to use confidential information such as I gave as the basis of an inquiry that is intended to bring him the news through another source. I would be glad to have this question ventilated."

It is the rule on decent newspapers to respect all confidences. If a reporter, in a case like the foregoing, gains full information from an independent source, without using the president's statement in any way, corroborative or otherwise, he is usually considered free to print it; but if he is a square man he will not feel exactly right about it unless he goes to the man who has trusted him and tells him what he intends to do. The moral point raised by the president may be a fine one, but a man who has regard for the development of his own character will not ignore it. If a confidence cannot be used as the basis for an investigation without injuring the reporter in the eyes of one who has trusted him, it will hardly pay to make the investigation. In case the paper needs the story, the reporter may keep his lips sealed and let some other man work up the case. It is far better to be "scooped" than to betray a confidence.

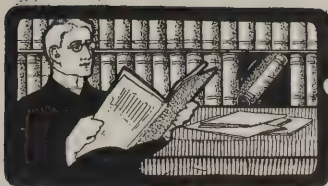
The rules given by the Rev. C. M. Sheldon for the conduct of the local department of his Christian newspaper are worth preserving:

1. Avoid the use of slang in writing reports, both words and phrases.
2. Submit all interviews to the persons interviewed.
3. If a reporter is assigned to interview a person and the person does not wish to talk, do not insist upon it. Do not quote a man unwillingly.
4. No theatrical news of any kind is wanted.
5. Sporting news—only clean sports are wanted. Athletic sports and clean sporting events will be covered.
6. In reporting crimes go into the causes, but avoid the horrible details; find out if liquor or something else caused the criminal act.
7. Political stories must be non-partisan.
8. Scandals—Avoid them, waste no time on them. They will not be printed.

Numbers 2, 3 and 7 ought to be accepted on all papers as "golden rules of journalism." Numbers 1, 5, 6 and 8 lean in the right direction unquestionably, but the editor of the paper and not the reporter must decide the policy in such cases. The treatment of theatrical news is also a matter for the responsible editor to decide upon. As a whole, Mr. Sheldon's rules are much better than the results they produced on the Topeka Capital.

A NEW MONTHLY FOR BOOKBINDERS.

The International Bookbinder, a monthly journal devoted to the interests of the bookbinders of the United States and Canada, is a new venture. It is neatly printed and well arranged. J. L. Feeney is editor and publisher.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

The Princetonian, Princeton, Ark., celebrated its fifth birthday last month.

* * *

The American Medical Journalist, the only magazine in the world devoted solely to medical journalism, is a neatly printed monthly.

* * *

The heading of the Oregon City Courier-Herald would look better if set in regular DeVenne instead of DeVenne Outline as at present.

* * *

About the only criticism of advice the Humphrey (Neb.) Democrat requires is to raise the price from \$1 to \$1.50; it is worth the latter.

* * *

The ad display of the El Reno (Okla. Ter.) is good, originality and good taste are shown; it would be still better if just a few ornaments were left out.

* * *

The Industrial School Journal, published semi-monthly at the State Industrial School, Kearney, Neb., makes a very creditable showing, and clearly indicates that care is bestowed on it.

* * *

The Evening Reporter, Woonsocket, R. I., is a first-class penny paper, and the number of ads it carries indicates that it is a decided success. No criticism is needed on the Reporter.

* * *

I beg to acknowledge the receipt of several copies of the Saturday Herald, Ottumwa, Iowa, which maintains the same high standard of excellence with which Mr. Moore started.

* * *

For fine newspaper color printing, the Beardstown (Ill.) Evening News sets a high standard. Good ink and good paper are used, and the colors are bright and clear. Some of the New York papers may do color printing faster, but they certainly don't do it better.

* * *

Several copies of the Independence (Ore.) Enterprise have arrived at this office, along with the following letter:

Independence, Oregon, April 14, 1900.

National Printers' Journal, Chicago, Ill.

Gentlemen:—We are sending you by to-day's mail several copies of our weekly and would like for you to give us your opinion of it. We claim the distinction of being the first country newspaper in the State of Oregon to go the strictly cash-in-advance plan of subscriptions.

INDEPENDENT ENTERPRISE, per H. E. W.

The Enterprise is a neat eight-page weekly of five columns to the page; regular measure (thirteen ems) is used on all the pages except the editorial, which is set seventeen ems wide, and makes four columns instead of five. The first page would look better if larger display headings were used for the news matter, placing a head at the top of the first, third and fifth column. If the article more than filled the column, put a continued line at the bottom and finish the article further along in the paper on some other page.

* * *

A copy of the Inter-State Index, Pleasanton, Iowa, comes to this office, along with the following letter:

Pleasanton, Iowa, April 30, 1900.

National Printer-Journalist, Chicago.

Gentlemen:—Under separate cover I send you a copy of The Index, which I would like very much to place on your exchange list.

Yours truly,

J. B. BENNETT.

As the subscribers to the National Printer-Journalist are largely the editors and publishers of papers similar to Mr. Bennett's, it is impossible to comply with the request. The indications are, however, that the Index had better send a subscription to the National Printer-Journalist at once, and join our school of "progressives," for any newspaper that does not keep up to the times by constantly improving its typography in ad display, headings, make-up,

and uniformity and order, is in a rut, and will soon become a "back number."

* * *

If any fault can be found with the Forreston (Ill.) Herald it is that of too many ornaments and too much fancy type.

* * *

Better presswork would be a help to the Jamestown (N. D.) Daily Capital; and the heading is pretty well battered up.

* * *

A new venture is the Weekly Lodge News, of Waterloo, Ind. It is in magazine form, and starts out with twenty pages and a cover.

* * *

The Barton Beacon, Great Bend, Kan., has moved into larger quarters, and promises to be better than ever. Mr. Armstrong is getting out a good paper, clean, and well printed.

* * *

The Owyhee Avalanche is issued every Friday at Silver City, one of the leading mining camps of Southern Idaho; it is fairly well printed, and seems to have a very good advertising patronage.

* * *

A copy of the Berlin (Wis.) Evening Journal comes to this department. An illustrated notice of this paper appeared in the May number of the National Printer-Journalist. It is a fair specimen of a country paper, and is remarkable when considered that the whole force consists of three persons with the aid of a Linotype.

* * *

For the improvement of the Hallettsville (Tex.) Herald these suggestions are offered. Take out four picas of space between the two words in the heading of the paper, placing two picas at each end of the line; bring the editorial head to the top of the column, and set the headings to the county news items in a black type. The Herald is a clean and well-printed weekly.

* * *

The management and editorial control of the Arlington (Wash.) Enterprise passed into the hands of the stockholders April 5. The business is now under the control of Verne L. Joslyn. About the first thing Mr. Joslyn ought to do is that of throwing out the old scripts and shaded fancy letters now used in the ads. It is far better to use plain pica caps than Tudor Black in a hardware ad.

* * *

St. Elmo Lewis has been to Winchester, Va., to tell the people there how to boom the town, and the Evening Star of that city is backing him up. A paper can do a whole lot toward helping a city to grow, but the paper itself should be as perfect as possible. The presswork of the Star is not as good as it might be, several typographical errors are easily found, and the display type is old and battered. The composing room of the paper needs a shaking up, and there is too much long-line-short-line display in the ads.

* * *

Twelve pages, all home print, every Thursday, for \$1.25 a year is what the Maury Democrat, of Columbia, Tenn., is giving subscribers; the number of ads and the general appearance of the paper indicate that the publishers are making a success of it, too. The paper is well arranged and full of well-selected reading matter. It would be a good plan, however, to begin throwing out some of the old faces of job type which now appear in the ads. It is best to buy a good large font of one series, and not small quantities of numerous fonts.

* * *

Anybody can run a newspaper. But we regret to dash cold water on the hopes of several anxious aspirants for journalistic honors by informing them that there are only a few who can run one successfully.—Profitable Advertising.



Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY.

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

*Business Office and Editorial Rooms, 410 Caxton Building,
334 Dearborn Street, Chicago, Ill.*

SUBSCRIPTION PRICE, \$2 PER YEAR.

In England, 10s. 6d.

May be obtained in England from the International News Company,
Breems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep this monthly on sale regularly.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - JUNE, 1900.

Freedom consists in giving every man an equal chance. Artificial and arbitrary interference with individual rights or opportunities is what brings hardships and wrongs.

* * * *

An editor, at times, in performing a solemn duty owed to the public in the exposure of corruption and fraud, has to take his life in his hands, but the party exposed in wrong doing only proves his own guilt by attacking the conscientious editor and, as a rule, the man whose quarrel, in behalf of purity and good government, is just, is doubly armed while the scoundrel, though armed with the steel of stealthy attack, very frequently finds that there are very large and open joints in his armor. A case in point was recorded a few days since in Jacksonville, Fla. A. W. Williamson, editor of the Florida Journal, charged Alderman C. W. Stamell with being a "bribe taker and worse." The latter, to show himself capable of any vice and cowardly brutality, rushed upon the editor, who was riding up to the postoffice on his wheel, knocked him from his wheel onto the ground with a club, and then after shooting three times and wounding him in one leg, turned and ran. The editor staggered to his feet and shot the coward, with probably fatal results, in the back. It does seem as though an overruling Providence, on occasion, nerves an editor's arm and directs the bullet sent forth in the defense of life and of the freedom of a fearless newspaper.

* * * *

Do not be so anxious for advertising as to become either the dupe or the aider and abettor of a swindler. This is a day of organizations, so called, often really consisting of one person with his office in his hat, offering to aid

publishers to capture the seductive advertisement. The best way is to deal only with well-known establishments, or those who are willing to pay cash. The old saying about stealing the livery of heaven to serve the devil in, seems to have been studied to some purpose by such operators and it is hardly worth while to warn publishers against one enterprising, honorable name connected with some "imperial" business or calling, like type founding, paper making, printers' supplies, manufacturing or some other industry, assumed as a basis of trade with the publisher for advertising, or merely as a basis for securing credit. No sooner is the sly fraud by one name exposed until another name is adopted. Use, at least, the same caution in selling advertising space or doing job printing as would be used in paying out cash. Do not buy gold bricks.

* * * *

The increased price and demand for print paper in proportion to the supply is leading to the erection of many new paper mills in all parts of the country. The South is awakening to its advantages and its opportunities in this line. The woods used for wood pulp are abundant throughout the Southern States. These are, as given by Professor Sargent, in the Tenth U. S. Census: Gray pine, white pine, and thirty-three other varieties of pine; white fir; balsam, which is found in great quantities in the mountains of North Carolina and Tennessee; hemlock, larch and poplar, very abundant in North Carolina, Kentucky and Tennessee; cottonwood, found in vast quantities throughout the South; sweet gum, found in the valleys of the lower Ohio, White and Wabash Rivers and as far south as Tampa, Fla., throughout Missouri, Arkansas, Indian Territory and the valley of the Trinity River, Texas; cypress, found throughout the Gulf States and a good many others.

The Commercial Bulletin of Boston, says: Newspaper and pulp manufacturing enterprises are constantly springing up in Maine, and if the present rate of progress continues it will not be long before that State goes ahead of New York and leads the list in this department of industry. Counting each ground wood pulp mill and sulphite pulp mill separately, there are thirty pulp mills in Maine. The State produces more than 1,800 tons of pulp and paper daily, and it will only be a short time before the production equals or exceeds 2,500 tons daily.

There is abundance of money and of enterprise in the United States for every branch of manufactures or of commerce that pays, and the only way to hold a monopoly is to produce cheaper or better than can anyone else, or else to own all the sources for the supply of the raw material, a condition that never ought to be permitted in a free country.

* * * *

The plan of having the pupils in the public schools cooperate as citizens of a republic in school government is certainly something much needed. The idea that government must be sustained by all and that each should exercise self-control and insist that all others should do right and respect each the right of the other, are ideas that must be inculcated and enforced or else our boasted free government of "the people, for the people, by the people" will end in anarchy and chaos. The plan has been put into successful operation in the John Crerar School of Chicago, and the principal, John T. Ray, in an editorial in the Chicago Tribune of April 22, says: "The pledge taken by every citizen of the school at the time he receives his pin is as follows: 'As citizens of this school we pledge that we will at all times try to do right ourselves and to influence others to do right. We will faithfully assist the teachers and tribunes in securing good order and right conduct in

the school.' It is found that it is entirely practicable to have pupil coöperation in government from the first year grades to the eighth, and that it is the easiest to maintain in the lower grades. It has been demonstrated that pupils can learn the habit of personal self-control, and can create a school sentiment against wrong conduct that is sufficient to restrain the thoughtless or indifferent, with but little assistance from the teachers. The effect on the playgrounds is salutary. Boisterous conduct, petty quarrels and imposition upon the rights of others are prevented by the pupils themselves. All disposition to annoy the passing public or individuals in or out of the school has disappeared. A city police officer about the school would be regarded as a disgrace by the pupils, and his services be uncalled for, because there are scores of boys who would immediately act if an officer was needed. Cheating in examinations and fraud and deception upon the teacher in the upper grades have entirely disappeared, because the majority will not tolerate it, and the sentiment of the pupils of a room is a more potent influence than the wishes of the teacher or the boy's sense of right. It takes less of the teacher's energies to stimulate pupils to self-control and personal good influence that will prevent misconduct than it formerly did to discover misdeeds and watch pupils to prevent disorder. When, in the language of the school motto, we have in every school a 'government of the pupils, by the pupils, for the pupils,' then, indeed, may we feel that this 'government of the people, by the people, for the people,' shall not perish from the earth."

It is evident that thousands who now strive to set up a rule against the recognized government to abet violence, encourage, harbor and conceal criminals, to enforce the use of the badge of slavery on the ballots of free voters, have but little conception of the obligations of government and recognized authority.

* * * *

The anomaly of the Mayor of a supposedly free city like Chicago, in a nominally free State and free Republic, issuing an order to the effect that an organization of private individuals—largely non-taxpayers at that—should be permitted to place not to exceed two pickets to watch over any one establishment of law-avoiding citizens and taxpayers, pursuing a legitimate business, seems so out of harmony with all ideas of free government and the non-interference with private rights, that the question naturally arises as to whether the Mayor or the people who submit know what is free government or as to what are the individual's rights thereunder, or as to whether there is any free government in Chicago. It also suggests, too, that the Mayor must have been educated in some antiquated Jesuit College in some dark corner of Spain, that was still controlled by the traditions of the Inquisition and the spirit of the Dark Ages. Bands of men who seem to imagine that the owners of property, who give employment, support the schools, the city government, the Mayor and the police, build streets and provide public parks through the payment of taxes, have no right to the free and lawful management of their own affairs; these union strikers—who have to be restrained, by watchmen specially employed by the men who pay the taxes to support government and order—from destroying property, committing assaults, mayhem or murder, on free citizens peaceably at work for their living—are given to understand that they have a right to place pickets and spies to watch and mark for assault and assassination the peaceable and law-abiding citizens at their places of business or employment, only provided they do not set too many pickets and spies at one place. We are glad to learn that some of these pickets,

who possibly had attended Chicago's public schools, are ashamed of their employment and secretly apologized to the proprietors of the establishments, which they are set to watch, with the excuse that they do not dare to refuse to do this dirty work. They are cowed by the leaders, who, backed by their henchmen in meetings of the union, do not hesitate to use the butts of their revolvers on the heads of any recalcitrant members who shrink from violence and crime, strikes and boycotts.

* * * *

Murat Halstead, who many years ago won the appellation Field Marshal, as a war correspondent, and has had a most conspicuous and successful newspaper career, has accepted the presidency of a school of journalism in Cincinnati. Practical newspaper work in every branch is to be taught—what sort of matter should be treated; how to estimate the value of news from a fire to a convention; how to prepare copy that will be acceptable; the duties of editors and editorial writers according to the best existing standards. The business and circulation departments will be handled by experts. The instruction will be on the Chautauqua plan, by written lessons, and the course of study will cover a year, divided into two terms. A good deal can be learned in a year, but the time is approaching when no man will be considered fitted for this calling without three years of special study and two years of apprenticeship.

* * * *

This paper made an exhibit at the great Printers' Exposition in the Grand Palace, New York, and has many thanks to extend to the officers and members of Typographical Union No. 6. Our issue for May, 1900, was principally in evidence, but no objections were raised to the strong stand taken therein against what we have ever claimed to be the abuses of organizations of wage earners, tending to the injury of their members and to the overthrow of individual liberty. Nearly all Americans have commenced as wage earners. As soon as a wage earner saves ten dollars he becomes to that extent a capitalist. If this capital is wisely invested and added to, through economy and frugality, independence and comparative wealth may be reached. For this reason we have always conscientiously opposed the establishing of class lines and the raising up a wall of difference between the men who work for one firm or company for gain called wages and those who work for many men for like gain, called profits. We have never found that well-informed men, whether working for wages or profits, have objected to the stand we have ever taken for individual liberty, the right to control one's own labor, earnings, savings, property or profits, business and time, as he may see fit under the laws of the country, without interference, molestation or annoyance, either by words, scurrilous epithets, attacks on one's good name or character, feelings or respect; without being subjected to threats, intimidation or violence; without being watched or spied upon in any way whatever. We are glad to know that the officers of Typographical Union No. 6 are too much American in principles and sentiments to find any cause for offense on account of a loyalty to that freedom which has ever been the boast and the proud heritage of the American people.

* * * *

The pulpit says many things about the newspaper press. Some things that are wise and many that are otherwise. There is much more disposition on the part of the preacher to criticise the editor than of the editor to censure the minister. This tendency on the part of the cloth may be attributed to the general idea that everybody except the publisher knows exactly what a newspaper should contain,

or it may be that even the preacher wants publicity and finds criticism of the press one of the cheapest and most effectual ways to the securing the same. However, there are divines who throw bouquets to the members of the calling of Benjamin Franklin, Horace Greeley, William Cullen Bryant and Charles A. Dana, and newspaper makers are generally willing to acknowledge these as worthy evangelists of the truth, broad and wise enough to see worthiness, usefulness and goodness outside of clerical robes. These are always ready to hear the other side and to acknowledge that thousands of editors who are church members and who, through living ever in the public eye, have maintained a reputation for purity of life and uprightness of character, have some conceptions of the obligations of the calling and of how to properly meet those obligations. Recently a Mr. John Cameron, founder of the "London Advertiser," spoke at Kingston, Ont., on "The Relation of the Pulpit to the Press." He said, among other apt things: "The preacher and journalist have much in common. The preacher, if a true shepherd, and not an hireling, is anxious to promote in individual hearts the reign of the higher law, and in the state the righteousness that exalteth a nation. The journalist who takes the right view desires the same things. A newspaper is supposed to be a daily historical mirror of the times, and presumably the first merit to be demanded would be that it be a correct mirror."

"The press has reason to complain that it frequently receives scant justice from the pulpit—I would not say intentionally. For example, I have known ministers, when objecting to something in one newspaper, to reflect without discrimination on the press as a whole, which is manifestly unfair. Then I once heard a minister from the pulpit assail newspapers for sometimes omitting the names of drunks from police reports. That same minister—a worthy man, too—a fortnight after, with amusing inconsistency, came in to beg omission of a drunk's name, in order, as he said, to give the poor fellow another chance."

"Then I have heard ministers bandy thoughtlessly from the pulpit such jocularities as that you cannot believe everything you read in the newspapers. In like manner, one might bandy the jocularity that one cannot believe everything one hears from the pulpit, or that other jocularity that nothing cures a minister's deafness like a call to a higher salary, illustrated by the story of the clergyman who was offered a better position, and whose young daughter, being asked what the decision would be, replied: 'Well, I don't know. All I can say is that papa is in the study praying for guidance and mamma is upstairs packing the trunks.' In either case, it is a class of jocularity that might well be relegated to oblivion."

* * * *

The National Printer-Journalist has noticed, for some years, that the genial Geo. P. Rowell, with his commendable tendency to claim all that is good, has advertised the National Printer-Journalist as one of the "Printers' Ink Babies." It is said to be a wise son who knoweth his own father and it is to be presumed that the same might be applied to the father with regard to the son. We are making no complaint, but if Geo. P. Rowell will let his memory run back to December 15, 1887, he may be able to recall the fact that a good natured, enthusiastic country editor invaded his pleasant sanctum in New York City and was very cordially received; that the aforesaid country editor laid before Mr. Rowell all the plans of the National Journalist and presented him with a prospectus; that Mr. Rowell kindly advised the aforesaid editor that work in that line would not be appreciated and that the experiment would prove unprofitable and would not be successful; that the editor better return home, get out the one number,

for the publication of which arrangements had already been made, tell the friends of the enterprise that it was impractical and announce that investigation had so shown. "Then," said Mr. Rowell in his kindness, "you can stand on the shore and laugh with your friends; otherwise, when wrecked in your undertaking, for the editors, your friends, will stand on the shore and laugh at you instead of your laughing with them." The aforesaid country editor, who writes this article, is not complaining of Mr. Rowell's advice, for, from the standpoint of so experienced, intelligent and well informed a man as he was and is, it was good and sound advice. It has cost hard work, the putting aside of ambition and the expenditure of money, but the venture has won and has brought many things—among which is the acknowledgment on the part of those served, of great usefulness and helpfulness—much more to be prized than money or office. If the chief end of life is self or the holding of public office, Mr. Rowell was right. We want, however, to call attention to the fact that this was some nine months before *Printers' Ink* was published and many months, four at least, before *Printers' Ink* showed any signs of being born, and we leave it to all married men to decide whether or not, if there exists any such relationship as parent and child between the National Printer-Journalist and *Printers' Ink*, the National Printer-Journalist is not the parent and *Printers' Ink* the child. The National Printer-Journalist was issued early in January, 1888, and *Printers' Ink* late in the fall of 1888. Could *Printers' Ink*, not yet in esse or being, be the parent of the child already born and showing an active life before all the world? Children, too, generally show some signs of ancestry and the National Printer-Journalist appeals to all men, posted in the indications of descent or heredity as to whether or not such papers as are over one-half of those enumerated and claimed as "*Printers' Ink Babies*" do not show more family resemblance to the National Printer-Journalist than to *Printer's Ink*. We shall not commence a suit to have these children accredited and given over to the parental care of the National Printer-Journalist. They are able to take care of themselves, but the National Printer-Journalist, naturally proud of this large and universally respected family of publications for editors, publishers, and printers, and advertisers, that "have grown up like olive branches" after this paper had opened up a new field, prepared the way and made possible their existence, feels a pang of sorrow, like Rachel weeping for her children, whom a cruel, power-loving Herod had taken from her, to have another claim all the noble progeny. Besides, *Printers' Ink* does not always act the part of natural mother to all these children, but at times threatens and storms right before strangers as badly as ever did a cantankerous stepmother, or as does an old hen in the poultry yard when the brood of another hen comes within her reach. It must be acknowledged here, too, that some of these "*Printers' Ink Babies*," so called, do not always conduct themselves with that kindness, respect or even good behavior, to say nothing of affection or obedience, to the one claiming the honored position of parent, that should be ever recognized as the duty of natural children. It may be argued, however, that the motherly prerogatives of *Printers' Ink* having been ruthlessly disregarded, some severity and a good deal of scolding is pardonable if not entirely justified. Chastening in wisdom is often an evidence of love and while "no chastening for the present seemeth to be joyous, but, nevertheless, it yieldeth the peaceable fruit of righteousness unto them which are exercised thereby." So that the "*Printers' Ink Babies*," so called, probably will know in the end that they have occasion to rejoice on account of their punishments.

SCHOOL OF PRINTING.



THE following letter, with matter printed elsewhere (see pages 444-445) in this issue, will be self-explanatory. While we shall concede to the request of our friend in an effort to assist in mapping out a course of instruction for this most commendable School of Printing, we solicit co-operation in this work from the printers of America, both journeymen and employers. It is a work that should commend itself to everyone. The higher the intelligence, the skill and the morals of the members of the craft, the more honorable, profitable, and what is much to be desired, the more pleasant and useful will the calling become:

April 30, 1900.

Benjamin B. Herbert, Esq., Editor "National Printer-Journalist," Chicago, Ill.:

Dear Sir—I have already sent you a circular which shows the aim and purpose of the School of Printing opened by the North End Union last January.

Its object, in a word, is not to make more, but better printers. The first term, now drawing to a close, has been largely tentative. In the fall it is desired to open the school with a course of study as well defined as may be, and, to this end, we are seeking all the light we can get.

Your address on "Manual Training in Relation to Typography," prepared for the last annual convention at New Haven, prompts me to address you in the belief that you have made a study of the methods of instruction in printing, and I write you in the hope you will contribute of your experience to this by no means simple question.

It would seem that a School of Printing should have a well defined system of instruction, as do other schools.

The same difficulties, however, present themselves as came up in the early days of manual training—what are the logical steps in the order of instruction, and how may they be best taken?

It was found that in the teaching of sewing, wood and metal working something more was needed than to secure the services of a seamstress, cabinetmaker and iron worker, however skilled they might be in their chosen professions.

These various workmen had acquired a knowledge of their craft by the process of association with others in the same trade, observation and accumulation, like 'fopsy, "just grow'd." It is no adverse criticism of these workers to say they were unable to analyze their work in such a way as to build up a system of instruction.

This analysis and the construction of a course of study in manual training could be done better with the help of those who had given attention to this sort of detail, so the schoolmaster and the carpenter came together and evolved a system.

Is not this practically what has got to be done in making up a course of study for instruction in everything which pertains to excellence in printing?

Does not the printer, even he who is gifted with a keen artistic sense and who is able to apply his art to printing, require the assistance of the skilled educator in analyzing his trade and to help him put the parts together in logical sequence?

Were I to make up a four years' course, I do not think it would differ, in a general way, from that proposed for the Lincoln Memorial College, which you quote, except, as you have so well emphasized, I would make compulsory a thorough training in wood working, with more than the usual amount of drawing which such courses require, together with a certain amount of color work and design. Our problem, however, is different. We want to help the boy who is already at work at the trade and who would be glad to devote a part of his evenings to such instruction.

All thoughtful printers are agreed, I think, that printing, in common with other trades, has suffered from the decadence of the apprenticeship system, in which master and apprentice work side by side; that the work has largely become specialized, the choice or selection of methods and style and the responsibility for artistic qualities in printing now rests with the designer or foreman, and that it hardly concerns the compositor at all.

These adverse conditions can, in a measure, we believe, be met in a school properly equipped and giving adequate instruction.

The question arises, What is "adequate" instruction? Aside from press-work, what are the essential things a boy should have to make him a good all-round printer, or, in other words, how shall a detailed course of instruction be made up to cover a period of 120 evenings of two hours each?

Capitalization, punctuation and grammar admit of easy arrangement, the principal question with reference to these being the amount of time which should be given to them.

The chief difficulty is in determining style, the development of taste and of artistic sense, which not only distinguishes good printing from bad, but creates and gives individuality.

It is easy to say, "the better the artist the better the artisan," but how shall this artistic sense, as applied to printing, be developed? What are the specific steps necessary to accomplish this, at least so much as may be done in the limited time named?

The instructor should have clearly defined in his own mind every requirement essential to a first-class, all-round printer, arranged in the order of their value, and as far as possible a well thought out method of instruction. From beginning to end the road should be illuminated.

Of course this thought is, to a large degree, ideal, and it is not to be expected that any one printer, however good he may be, shall have so analyzed his thoughts and put them into such orderly sequence as to evolve an ideal system.

While the whole educational past is seething with conflicting ideas as to ends and methods, it is not to be supposed there will be a unanimity of opinions as to what constitutes the best methods and course of instruction to be used in a School of Printing, yet I desire to "prove all things and hold fast to that which is good."

I trust you will pardon me for writing so much at length, but I have done so that I might state the problem as I understand it, and with the sincere hope that you will consent to embody your views in a course of study and to indicate methods of instruction, especially in the development of taste and style, based on 120 evenings of two hours a week, for boys at work in the trade.

Thanking you in advance, I am,

Very truly yours,

SAMUEL F. HUBBARD.

ON THE DEATH OF PRESIDENT PARROTT.

[From the Chicago Tribune of April 15.]



BY THE death of Matt Parrott, Iowa lost a man who was one of the leading editors of the State and a leader of the Republican party. Mr. Parrott was editor and proprietor of the Iowa State Reporter at Waterloo, which newspaper he had owned for thirty years. He purchased it after leaving Chicago, where he had been a printer on the old Democrat, of which John Wentworth was editor. Mr. Parrott had had a splendid training for country journalism, having begun work at the printer's trade in Schoharie County, New York, in 1850, when he was but thirteen years of age. Every detail of country journalism was familiar to him, and he became recognized as one of the leading members of this influential portion of the newspaper world. His popularity with the country editors led to his election last year as President of the National Editorial Association. Like many country editors, Mr. Parrott drifted into politics. He was elected a State Senator in 1885, re-elected in 1889, chosen President of the Senate, and, after his second term, nominated for Lieutenant-Governor, receiving the largest majority of any candidate on the State ticket. The popularity proven by this campaign led to his seeking the nomination for Governor at the Cedar Rapids Convention of 1897, but he was unable to defeat Governor Shaw, although the preliminary campaign was close and exciting. Both as editor and as politician Mr. Parrott made a host of friends in Iowa, and there probably are few men whose death would cause greater regret in the State.



The PRESS ROOM



By DIDOT CLYMER KÖNIG.

COMMUNICATIONS, QUERIES, AND SPECIMENS OF PRESSWORK FOR CRITICISM ARE SOLICITED.



MODERN pressmen who have not studied the history of the development of the printing press, will think it strange that for nearly or quite three hundred and fifty years there was little or no improvement in what were first, and through the three and a half centuries, merely adaptations of the existing cheese and wine presses. With the substitution in 1817 of the lever, instead of the screw, by George Clymer of Philadelphia, the hand press used for taking proofs by engravers and some printers, and even for the finest of plate work or printing by hand, is the same in all essentials as was first employed A. D. 1450. There were modifications and new appliances, to be sure, that rendered the printing press more rapid in turning off work than the old wine press used by Gutenberg, from which only fifty impressions could be made in an hour. The Blaeu press of 1620 simplified the screw; the carriage was improved and a receptacle or "Coffin" was built for the stone, usually of marble, that answered for the bed, and the capacity increased to one hundred and fifty impressions an hour. The Stanhope press, by an English earl, a friend of Pitt, an intense lover of liberty, a scientist, practical philosopher, inventor and philanthropist, like Franklin, built in the latter part of the eighteenth century, was wholly iron, and was received as a great improvement, its output being 180 impressions an hour. The Franklin press brought out shortly afterwards was an improvement on the Blaeu, capable of giving two hundred and fifty impressions an hour.

The strong, old-fashioned hand press, being firm and stationary when the impression is taken, gives that clearness, rigidity and perfection in every line, detail and shading, that makes it essential for obtaining perfect artists' proofs, only reached in fine work on the best of modern presses by the aid of the skilled and artistic pressman through carefully prepared overlays to bring out all the lights and shades.

When printing was first invented, the form was locked up, placed on a stone, face up, the type inked by the hand, a pad or ball, the paper laid carefully over the type, and then the form and bed pushed into the press on a slide or track, and the screw turned until the impression was secured. It was a slow way of printing, yet such presswork, when done with care and skill, was almost perfect. The writer once knew an old printer, then a leading physician, who claims that for the very finest of work a more perfect distribution of ink could be obtained by the hand than it was possible to obtain in any other way. The sensitive, trained touch aided the eye in laying the ink so evenly and thoroughly as to make better distribution impossible. The beginner wants to remember that this part of press-work is as essential to good printing to-day as it was when the human hand manipulated the colors on the forms. It ought to be remarked in passing that in order to put the sheet of paper on the form, it was placed on a piece of cloth or parchment fastened firmly over a frame. This was called the tympan. Then the paper was confined and held in place by a light frame or frisket, which also prevented the soiling of the part of the paper not to be printed. After the impression had been taken, the screw was loosened, the form was pushed back, the tympan raised and the printed sheet removed. In this way Benjamin Franklin printed, in 1727, the *Pennsylvania Gazette*, now known as *Saturday Evening Post*. Until the end of the last century printing presses still had a wooden frame, a plank of wood or slab of stone for its bed, and it required two pulls to print one side of a sheet.

The pressroom, as well as every other department in the art preservative, owes very much to a French printer, Firmin Didot, who devised, some time between the years 1790 and 1800, a platen of iron large enough to print one

whole side of a sheet at once without moving the bed along. It is well, in considering how the art has been advanced in the past and by whom, to know that Didot was a member of a noted family of printers, who were no less celebrated for their learning than for their attainments in and services to the art. Francois Didot, the first of the family of note, commenced business as a bookseller in 1713. He published, in 1747, a collection of travels, in twenty volumes, remarkable for typographical perfection, and ornate with engravings and maps. His son, Francoise Ambroise, made many improvements in type founding, was first to print on vellum, and published the French classics prepared by order of Louis XVI, while his brother, Pierre Francois, gave much time to the arts of type founding and paper making. Henri, the son of Pierre Francois, engraved the type, when nearly seventy years old, for the celebrated microscopic edition of many standard works, and his brother, Saint Léger, was inventor of the Didot paper-making machine.

Pierre Didot, who was the eldest son of Francoise Ambroise, printed the "Louvre" editions of Virgil, Horace and Racine, famed as "the most perfect typographical production of all ages," and his brother, Firmin Didot, gave stereotyping importance and a name, and first made use of the process in his edition of "Callet's Tables of Logarithms," and published stereotyped editions of French, English and Italian classics. He wrote metrical translations from the classics. His son, Ambroise Firmin, who lived from 1790 to 1876, maintained the family reputation for learning and for skill in the art. After receiving a classical education, he spent three years in Greece and the East, and in 1827 took charge of his father's business, and, in connection with his brother, Hyacinthe, published some of the most celebrated books of the century, among them one of two hundred volumes.

He was an able and most learned writer, as well as printer and publisher, and a philanthropist as well, being first to propose a subscription to the Greeks in their insurrection against Turkish tyranny. At the time of his death, it was estimated that his collection of manuscripts, the richest in France, was worth two million francs. This much is given to call attention to the fact that learning and a successful career go together in printing, and that the pressman, through whose hands are to pass all human knowledge in books and papers, should be well founded in the history and the literature of the art, as well as in the technique, in all its branches. The pressman, as well as the compositor, should have a pride in seeing to it that there is perfection in all that passes through his presses. There is always room for the workman who uses brains, skill, intelligence and industry in his work. "Seest thou a man diligent in business, he shall stand before kings," was Benjamin Franklin's favorite scripture text. It will prove true in the success indicated after kings are no more.

Earl Stanhope's press, to which reference has been made, was characterized by the action of levers on the screw, and the printing of the sheet at a single pull, but it was soon surpassed by an invention by George Clymer of Philadelphia, in 1817, through an ingenious combination of levers, entirely doing away with the screw. These acted above a counterpoised lever, giving "the pressman delicate and exact control of the pressure, so that he could almost 'feel the type.'" The invention was considered a wonder of mechanical ingenuity and is described as follows by an English writer: "Two levers are connected by a rod with a bar handle, which is itself a lever. The platen is attached to the head by a strong iron bolt, the descent being made steady and regular by vertical guides. It is counterbalanced by a powerful lever or beam, having an adjustable weight shaped like an eagle, which raises it automatically." Clymer's press was called the Columbian, but was displaced by the Washington, patented in 1829. The improvement consisted of simplifying the levers and was invented by Peter Smith of New York in 1822, and was constructed on this plan by Samuel Rust, including the toggle or elbow

joint, which was the leading peculiarity of this press, and enabled the giving, with a very little exertion, a very heavy impression. As it is passing out of use, except for special purposes, the following description, given in the *Encyclopædia Britannica*, as the best and highest attainment of the old-fashioned or first printing press, will be of interest: "The bed slides on a track and is, by the left hand, run in under the platen, by two turns of a crank, with a belt attached to its pulley. The right hand seizes the lever handle and the platen is depressed by a compound lever acting on the toggle joint. The platen is restored to its normal position by lifting springs on either side."

In 1821 Dr. William Church of Connecticut made a press in which the roller boy was dispensed with, and T. G. Schonn of Iowa has a handpress in which the ink is supplied from a fountain and conducted by a feed roller to the distributing table, from which the four rollers are supplied, yet the press itself remains the same, while inventive genius, mechanical ability and skill have been wholly taken up, since 1829, in the invention, development and improvement of rotary, cylinder, power and web presses. Nine processes were required in operating the hand press, (1) inking of the roller, (2) inking of the form, (3) placing sheet on tympan, (4) folding down the tympan, (5) running form into the press, (6) taking the impression, (7) running the form back out of the press, (8) lifting the tympan and frisket, (9) removing the sheet. The great advance that has been made can be appreciated when one considers that all these processes, when the newly-invented automatic feeder is used, are now accomplished by machinery. It was thought for a long time that good presswork could never be done on a cylinder press, for the reason that the rolling motion would result in blurring the sheet by slurring, such as is now seen when the cylinder of the press gives, by reason of the wearing of the bearings, so that the impression is by the weight of the cylinder, causing a slur when passing off the form, or if the form is too large to get the full rigid pressure at its edge.

The history of the development of cylinder and job presses is an interesting one, but not, except in the briefest outline, within the scope of the object of this article, which is intended only to form the introduction to a series of practical articles on the work of the pressroom.

The first successful attempt to produce a cylinder printing press was by Frederick König, in 1811. He was a clock-maker who had moved from Saxony to London, though William Nicholson, a scientist, and publisher of the *Philosophical Journal* in that city, had made an attempt in 1790. His plan was to have the types made narrower at the base than at the face and fixed on a printing cylinder, to be inked by an inking roller, and the impression to be made by a cylinder of soft leather. Leather, cloth, felt and silk were successively tried for ink rollers, but found unsatisfactory. The difficulty was solved finally by a printer happening upon a composition of glue and molasses used in the Staffordshire potteries, known as dabber composition. For many years, and to within the memory of printers now living, this composition was compounded cast in the printing office. The press was not a success. It was speed that was being sought. It was not expected that better work would be done than on the hand press. In the König press this was reached with the ordinary type printing on a flat surface. The introduction of stereotyping and the use of curved plates on a revolving cylinder came later. In 1814 König, aided by Messrs. Bensley and Walter, constructed a press with type, on a flat bed, inked by rollers, and passing forward and back under an impression cylinder, on which the London Times was printed. Later, by use of two impression cylinders and two forms of type, both sides were printed at the same time. From that time on inventions of job and cylinder presses succeeded each other, until the great web and the job and cylinder presses of the present day were reached. A history and description of all these would require a large volume. The most perfect of these have been originated within thirty years. This cursory view of the early presses is sufficient for an introduction to a series of articles on the pressroom that will have to do with the practical ends to be accomplished, rather than with the history of inventions.

It is proposed to take the type, from the time it leaves the printer in corrected galleys, so that our next article will have to do with the making up of forms, or "Imposition." This will be followed by an article on putting the forms on the press and make-ready. The condition and care of printers' rollers will form a separate chapter.

Every department of the work in the pressroom will be covered, and all questions that are submitted with regard to difficulties encountered will be answered.

ADVERTISING WISDOM.

The advertising that doesn't pay may have no reason to do so.—Profitable Advertising.

* * *

The live advertiser of to-day is the one who is ever alert for new ideas and suggestions, who keeps his eyes open at every turn.—Indianapolis (Ind.) Industrialist.

* * *

Looked at in the right light, there is no line of business that does not present many points of interest which can be developed into so many good advertising features by a capable advertisement writer.—Rhode Island Advertiser.

* * *

Advertising undoubtedly takes away the business from those who do not advertise and gives it to those who do, and those who have succeeded best, growing day by day, have been those who have been the most persistent advertisers in season and out of season.—Anaconda (Mont.) Standard.

* * *

Every advertisement when printed should have one part or point upon which the eye at once rests. To this portion all the other parts should be subordinated. The trouble with most advertisements, from an artistic standpoint, is that all the typographical divisions are of equal emphasis, and the eye thus loses the repose which "light and shade" would enable it to acquire, making the reading of a business announcement a burden instead of a pleasure.—Printer's Ink.

* * *

Talk through the newspapers as you talk to your customers when they come to your store to look at or purchase your goods, only say less. Tell all about your goods in the simplest language, that everybody can understand. You may be familiar with all the long words in the dictionary, and there may be some others in your vicinity who are, but the majority of people are not, and advertisements should always be written for the majority of people, not for the highly educated.—H. L. Goodwin.

* * *

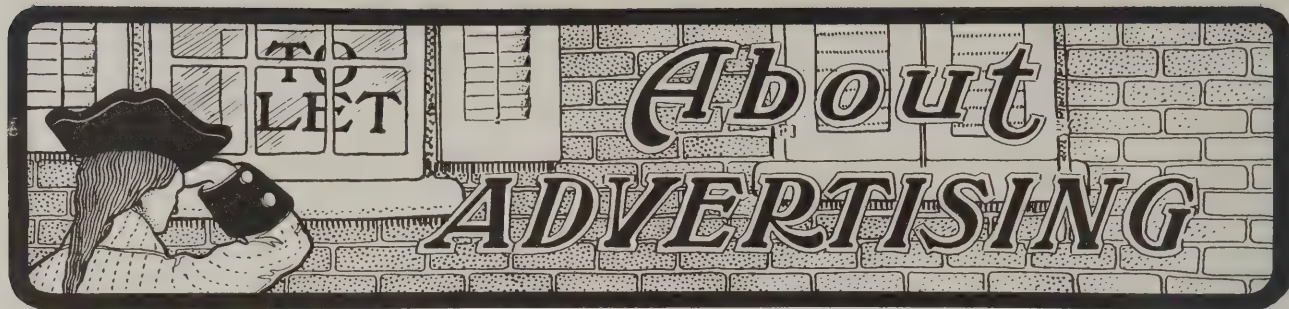
It is unreasonable to expect your advertising to work alone and unassisted. It is merely the mouth-piece of your business. It speaks for you to people you cannot reach in any other way. You can make it say the same things you would say were you talking to them in person. You can make your appeal so attractive, interesting and effective that you can draw the people to your store. But if you don't hold up your end there your advertising will be an expense—not the investment it ought to be.—Milwaukee (Wis.) Journal.

* * *

Daily newspapers are issued 365 times in twelve months. The constant and continuous publication of a certain advertisement is what makes the impression. The advertiser who starts out with the idea that he can make a fortune by advertising in three or four leading magazines is woefully mistaken. The largest and most successful advertisers throughout the civilized world rely chiefly upon newspaper advertising for success. Monthly publications are all right as auxiliary mediums only. They help to swell the chorus the same as street car and poster advertising.—Advisor.

* * *

There are people who believe that advertising is a speculation, and there are others who insist that it is an investment. They are both right from their different standpoints. The discrepancy is accounted for by the different ways they advertise. Some merchants go into advertising as they buy a ticket in a lottery—with the idea that if they are lucky they may win a prize. Others put their money in advertising as they invest in real estate, mining stocks or government securities—with the firm faith that they can make a good percentage on their investment if they do it judiciously and with proper preparation and forethought. The latter class seldom, if ever, fail.—Flushing (L. I.) Journal.



ADVERTISING JUDGED BY THE COMPANY IT KEEPS.

Dear Sir—The following appeared in the Ottumwa Daily Courier of May 7, 1900:

Very truly yours,

A. W. LEE, Publisher.

A FEW years ago when \$100 looked very large to the Courier the publisher of this paper determined to discontinue the publication of private disease and all offensive medical advertising—a class of advertising that is to be found to-day in many of the most prominent and widely-circulated newspapers. We took such action because we thought advertising of the class referred to was unfit to go into the homes, there to be read by children and young people. The course taken meant a loss to this paper of hundreds of dollars a year, and we did not know whether or not the matter would receive any appreciation from the public. We were firmly convinced of two things, however:

First, that all advertisements in the Courier were carefully read.

Second, that the publisher did not want his own children, or the children of his patrons, to read the filthy stuff offered him for publication at big rates.

Hence the refusal of all advertising of this character. Several years' experience has shown that the course taken was in accord, not only with good morals, but with good business policy as well. The public has given substantial appreciation of the fact that the Courier is a clean newspaper—clean not only in its news service, but in its advertising columns also. Advertisers have come to realize that "association" in advertising is an important consideration, and that the all-beneficial effects of a good advertisement may be ruined by its publication adjoining or near an advertisement of the objectionable class above referred to.

After a few months, instead of the Courier losing business by the course which it had adopted in this matter, there was a distinct gain in the Courier's advertising patronage, which has continued ever since. In this connection, it is interesting to note that the Scripps-McRae League—one of the biggest newspaper corporations in the country—has found profit in a similar policy as regards filthy advertisements. A recent issue of Newspaperdom says:

"An experience of something more than a year in rigid censoring of copy from general and 'foreign' advertisers is considered by the Scripps-McRae League, in its results, to have abundantly justified their determination to cut out from their papers all advertising in any way objectionable. Consequently the representatives of the league, to whom was intrusted, April 1, 1899, all outside advertising business of the Cincinnati Post, Cleveland Press, St. Louis Chronicle, Kansas City World, Kentucky Post, and Akron Press, have definitely notified advertising agents and general advertisers of their instructions to eliminate from the business of their papers the objectionable features in any copy offered, in case the advertiser will not permit judicious editing of his copy.

"Naturally the adoption of this rule has involved a heavy loss of business, amounting to \$150,000, in the line of 'nasty medical ads.' This is a big sum to throw aside within a single year, even for papers as successful as those of the Scripps-McRae League, but it was nevertheless the right and courageous thing to do—a long step in the direction of that high standard of journalism which decrees that advertising matter shall be as clean and inoffensive as the most conscientious editor would have his news column. Of course there has been gratifying compensation for the adoption of such a worthy policy, since the papers named have

all gained in both advertising of the choicest nature and in the commendation of readers, who have shown their appreciation through marked increase in circulation of each of the papers named.

"It was the conviction of the Scripps-McRae people that the class of advertising to which exception is taken keeps out clean and more desirable business, besides creating such a feeling of disgust in the average reader's mind that he or she would be led to avoid all advertisements in the reading of a daily newspaper. So far the crusade, if it may be so called, has been prosecuted for the past year, not only as a desirable reform, but, as stated above, as a matter of business policy, undertaken with the belief that results ultimately, in strengthening the mediums in the good opinion of reputable advertisers, would abundantly repay temporary loss. Interested publishers prophesied that serious loss would be the outcome, but experience so far proves that the move was a sagacious one. More than ever before it has been demonstrated that advertisers of the best class like to appear in good company, and moreover judge of a newspaper by the sort of company among whom they are invited to take their place.

"Aside from the inevitable increase of confidence and respect on the part of readers—so important an asset in the capital of a newspaper whose publisher shrewdly determines to get the best possible circulation among the buyers in the home—there must be in the Scripps-McRae League papers a steadily brightened value, for the sort of publicity they offer, in the minds of large general advertisers who seek not only purchasing power but intelligent discrimination."

PRACTICAL HINTS ON ADVERTISING.

By Charles Austin Bates, New York.



I AM satisfied that there is no exception to the rule that a competitor should never be directly or indirectly referred to in an advertisement. I see daily ridiculous departures from this rule. I am daily in receipt of advertisements in which one business firm has referred to its competitor in abusive language.

I have known one man to waste his advertising space in order to call his competitor a "pig." Now, in my opinion, the man who pays for newspaper space in order to call his competitor a "pig" has not learned the first principle of advertising, which is courtesy to one and all alike. A business man who will publicly refer to his competitor as a "pig" is liable to lose his temper any day and call a good customer a "pig." At least, that is the impression an advertisement of this kind will make upon a reader.

* * *

I don't believe that ads with display lines that read: "Seven Buckets of Blood, or The Monkey's Revenge," will attract bargain hunters, especially women, to a retail store.

It is a fact that I have before me at this writing an advertisement written by a Dakota jeweler, with the headline quoted above.

Another of this business man's ads starts with the headline, "I Am a Chump." It seems to me that this headline constitutes a timely but unnecessary admission; it's true on its face.

* * *

Business men who pay for expensive space in newspapers in order to abuse their competitors, or to be funny, or cute, do worse than waste their money. In abusing their competitors, they simply advertise them. They help their competitors to draw a crowd. It is possible to say so frequently in public print that your competitor is the biggest

rascal in America, that people will have a curiosity to see him, just as they do to see a celebrated murderer or a celebrated horse thief. It isn't to your interest to send people to your competitor's store or office upon any errand whatever—not even one of curiosity. Leave your competitor alone and attend strictly to advertising your own business.

* * *

Don't be cute or funny in your advertising. A clown is a very funny man in a circus, but he isn't an individual that you seek after with whom to do business, or that you ask to your home in a social way.

* * *

The retail advertiser in a small country town—say of from two to five thousand inhabitants—has a special problem in advertising.

There are probably but two or three newspapers at his command, in which he can advertise profitably. After he has covered these newspapers, he must fall back for additional advertising upon special lists of people. Take a town of three thousand inhabitants in a county in which there are only eight or ten thousand people. Suppose the town to be the county seat and the principal town in the county. A retailer in that town should have lists of their names and addresses. One list should be of married women, another of unmarried women, another of married men, and another of unmarried men. The lists should be subdivided into country people and town people. They should be still further subdivided according to the tastes of the people with whom the dealer is actually acquainted.

* * *

When a retailer or newspaper has the people of his county divided up into lists in this way, he is in a position to hammer at them with postal cards offering special attractions, features or bargains, and calling attention to special goods.

Suppose it is a retail jeweler. We will say that there are 500 men and youths in the county who ought to buy a watch, or a neat watch chain, or a nice scarf pin, or a shirt stud. The retailer writes an advertisement and has it printed on the back of 500 postal cards. He mails these postal cards to his special list of 500 men and youths. He can quote prices and at the same time feel that his competitor does not know just what he is doing as quickly as when he quotes prices in the newspapers—it takes a little longer for the news to get around to him. By the time the news has reached him, the retailer has switched off that list and has started in on another.

I will suppose that there are 500 women in the county who want to buy silverware. The retailer sends out postal cards and quotes prices on desirable things in that line. He tells about how pretty the silverware is, and how cheap, and how he happened to get it cheap. He can be more personal and more familiar than in his regular newspaper advertisements.

* * *

Mind you, this style of advertising will not take the place of newspaper advertising. It is subsidiary; it is something additional. It is a little extra that milks the last dollar of possible profit out of a small territory—where the population is so small that a store really has a hard problem before it in order to exist. It is simply a side issue that picks up the odds and ends of sales that the newspapers don't get.

ADVERTISATORIAL.

Many ads attract attention only to repel. They cause the advertiser to be remembered only to be avoided.—New England Grocer.

* * *

There are some advertisers who speak so highly of their wares as to be almost certain to disappoint those who buy. It would be impossible to furnish goods that are equal to some descriptions we read.—Advertising World.

* * *

The advertiser seeks to know primarily how many of his customers his ads will reach through the medium of the periodical in which he inserts it, and secondarily the class of patrons he may appeal to.—Springfield (O.) Sun.

* * *

Assure yourself that you have a story to tell, decide carefully as to the people who will be most interested in the telling of it; then tell it concisely, emphatically and convincingly. Tell it to everyone who will listen, so long

as the expense involved leaves a reasonable expectation of profit.—Pacific Coast Advertising.

* * *

The only advertising rule that is applicable to all cases is, use your own common sense and judgment.—Advisor.

* * *

If you want business in this end of the century, you must go after it in an "end-of-the-century" manner.—Rhode Island Advertiser.

* * *

Ideas move the world. Every action has its root in an idea. In advertising use ideas, and if you're too busy to think up ideas yourself, get someone to do it for you.—Profitable Advertising.

* * *

If an advertisement is so plain that the veriest dunder-pate cannot mistake its meaning, it will certainly not be misunderstood by others whose mentality is of a higher character.—Printer's Ink.

* * *

The general idea that the advertiser has a right to know what he is getting in the way of circulation, both as to quantity and character, is becoming more and more fixed all the time.—Profitable Advertising.

* * *

Advertising is the foe of monopoly. If advertising should cease, it seems probable that all business would eventually drift to two or three of the largest dealers in each commodity.—Profitable Advertising.

* * *

The merchant who would leave a city for New York in a stage coach to-day instead of a Pullman would not be further behind in business principles than the man who quietly sits down without advertising and expects the rapid moving, hustling world to bother itself in hunting him up so as to do business with him.—Huntsville (Ala.) Tribune.

* * *

The knowledge necessary to construct a good advertisement, to prepare a good circular or other advertising literature, cannot be bought over the counter. Advertising men are just as truly born as are poets, and of the great army of so-called "Advertising Men" that the country possesses to-day, but few have attained the successful degree.—Agricultural Advertising.

* * *

Some people contend that the advertising matter which is sent by mail should be sent under full letter postage to insure attention. In many cases this makes the cost prohibitive, and my experience has been that it is not only unnecessary, but is wasteful if the advertising embodies originality and is done systematically, persistently and intelligently.—Paul Nathan, in Profitable Advertising.

* * *

In answering the inquiries received from advertisements, letters should be made as explicit as possible and should be given a friendly tone of interest to the prospective customer. Do not be afraid to give more information than is requested, and give it from the standpoint of the customer, who has not all of your technical knowledge. This will take only a few minutes extra in the dictation of each letter, and the increased effectiveness will more than repay for the trouble.—Indianapolis (Ind.) Industrialist.

* * *

The Rural New Yorker tells a story to the following effect that beautifully adorns the tale and paints a meaty moral: "A duck that had laid several dozen eggs during the season complained that while her work record was better than the hen's the latter had books and poems written in her honor, while no one had a word of praise for the duck. A wise old rooster near by said: 'You lay an egg and waddle off without saying a word, while that sister of mine never lays one without letting everyone in the neighborhood know it. If you want to cut any ice around here you must advertise.'"

* * *

Advertising booklets should be adapted to the people who are expected to read them. It will not do to strike an average between business man and housewife. Better issue literature for each separately to secure the best results. The business man wants to talk business. He wants specific information expressed tersely and abhors generalities or levity. Not so with the average housewife. If the chapters are brief, sketchy, and written in a bright, chatty style they may be read. If in addition they contain information which the reader can use in her work or conver-

sation, suggestions for new ways of doing things, or containing snatches of wit or repartee, they will be read. A hearing once obtained, the facts may be sandwiched in between. A few novel recipes or methods of preparing foreign dishes are welcomed, and suggestions for serving food, table decorations, kitchen conveniences and arrangements, etc., will be appreciated by those not inclined to inquire how their neighbors do things. Give the business man his facts briefly with a story or an anecdote, and give the housewife reading to interest her and some new ideas to think about and experiment with, and the result is liable to be profitable.—Progressive Age.

* * *

Many men start in on an advertising campaign as though they did not expect it to pay. The general who starts into a battle expecting to be whipped is pretty sure not to be disappointed. The merchant who rents a store, buys a stock of merchandise and opens for business doubtful of success, is reasonably certain to fail. The young man who goes on the road with the feeling that he will never make a salesman scarcely ever does. The boy who, in a fight, has one foot turned backward and one eye open for a chance to run is whipped at the beginning. So with advertising. Expect to win; determine to win. Make it "Pike's Peak or bust." Husband your strength, to be sure. Do not exhaust your every resource on the first blow. Make sure that you travel at a rate of speed that you can maintain to the end, and it will be "Pike's Peak."—Our Wedge.

* * *

Advertisements are read at all times. The business man who advertises when his business is quiet is bound to be remembered when commercial activity becomes greater. Whosoever can keep himself in the public mind will enjoy the greatest amount of custom, is the sentiment of the Bridgeton (N. J.) Pioneer, and it is a volume of common sense boiled down to a few words. The man who thinks that he can do business in these days of grace without advertising is the man who sits around the front of his store, occupying his time brushing out dead flies and polishing up old stock. Quick sales, small profits, new goods, enterprising merchants and plenty of newspaper advertising is what build houses and swell bank accounts.—Atlantic City Press.

* * *

Advertising promotes cordial relations between seller and buyer. Newspaper readers become interested in an advertisement which appears daily, and quickly feel a like interest in the advertiser, speaking of him as familiarly as they do of personal friends. These relations are not only desirable but necessary in business, for upon them wholly depends the merchant's success.—Philadelphia Record.

* * *

A country merchant can reach the people within the radius of his price influence by an intelligent, persistent use of the newspapers in his section. Few merchants who use newspaper space so as to obtain the maximum advantage from it have either the means or the necessity to go into the numerous schemes which come up from time to time.—Pacific Coast Advertising.

* * *

Advertising gives character and standing to a firm. Go into any community as an entire stranger, pick up the paper published there, look for the largest advertisers and you can invariably depend upon the fact that you have found the most reliable and desirable firms in that community.—Grayville, Ill., Independent.

* * *

Disguised advertising is a thing of the past. It has been found to be more profitable to make advertising attractive and informing, so that it is read for its own sake, than to impose upon people by trying to fool them into reading it.—Printer's Ink.

* * *

The old-fashioned methods have been laid on the shelf. In another decade the local merchant who does not take advantage of the publicity offered by the local newspaper will not be in the business.—Hempstead (L. I.) Sentinel.

Editor National Printer-Journalist:

A semi-annual business meeting of the La Salle County (Ill.) Editorial Association was held at Ottawa, Friday, May 25, afternoon and evening, in the county supervisors' room.

TERRY SIMMONS.

ADVERTISING—BY AN ADVERTISING GROCER.

Views coming from advertisers are always of value to publishers. At the meeting of the State Grocers' Association in Cedar Rapids, Iowa, Mr. J. J. Grove presented a paper on the subject "Does Advertising Pay?" that will be found to contain much of practical worth. Newspaper makers should keep in close touch with their advertising customers and if a firm is inclined to neglect its advertisements, there will always be found a profit in helping to a better presentation, and to changes, as well as to suggest and to insist that promises of the advertisement be kept, even to the welcoming of customers "with the good cheer and comfort" that is all implied if not expressed in the announcements soliciting trade. Every advertiser should be impressed with the idea that he must do his part or else the publishers must not be held responsible for the lack of the desired results. Suggestions can be made in a casual and friendly manner. It helps business to make a customer feel that you are just as anxious as he is to have his investments in your columns pay. Mr. Grove said among other things:

"The most profitable advertising is in the local newspaper; and if we bear in mind that advertising is an investment and not an expense it will aid us to remember to make frequent changes in our advertising space, thereby presenting to the public something fresh and new each week.

An advertisement, viewed in the light of an investment, ought to be the subject of constant care and watchfulness to the end that it brings proper returns, just the same as your stock. A prudent and experienced merchant would not invest money in a stock of groceries and then go away and leave it for a year, expecting that on his return he would find that his business had been successful. Why, then, insert an advertisement in a paper and leave it there a year expecting it to be a success?

Many of the large manufacturers, recognizing the importance of fine advertising, have appropriated immense sums to advertisements that appeal directly to the consumer. While the ordinary retail grocer cannot be compared with the larger business houses, yet the same principle applies. The secret of success of manufacturer or retailer lies in systematic business methods and unremitting energy. It is essential that the manufacturer or retailer, entertaining a desire to enhance their respective interests, engage in the trade fully recognizing the value of this branch of commerce, and realizing its importance, as well as the necessity for its energetic application. And they should not suffer it to lapse, after one or two possibly feeble efforts, and permit it ultimately to be wholly neglected, for the public must be educated.

The people, whether customers in fact or prospective, will soon become accustomed to look for your offers and announcements if they are kept bright and attractive, and in the preparation of your advertisements it should be a constant reminder that the purpose of it is to secure trade. The ad is your silent partner whom you send out into the community to represent you.

If you were contemplating the sending of a man out into the city to solicit trade for you, the reasonable presumption is that the most intelligent and best dressed man in your employ would be selected for such service. So it is with an advertisement. It should be well dressed, readable and intelligent; then it is sure to prove a profitable adjunct to your business.

Mr. Grove spoke of the unprofitable kind of advertising and profitable kind and in conclusion said:

Permit me to offer this suggestion. In order to derive the most substantial benefit, and enjoy that prosperity merited by every industrious and enterprising merchant in the conduct of his business, it is absolutely necessary that you give such consideration to the preparation of your advertising matter as will enhance the popularity of your place of business, and invite the attention of the people to an examination of your goods. Then it is time to exercise those agreeable and entertaining qualifications, with which every merchant ought to be endowed, to the end that an air of good cheer and comfort may greet all who enter your store and make them feel it a pleasure to be in your company whether they wish to purchase or not.



*These
are*



*the
Wagons*



*that Haul
Groceries*



*for
Barrett.*



THESE MEN DELIVER GROCERIES
FOR BARRETT.



THESE ARE THE MEN WHO SELL
GROCERIES FOR BARRETT.

A CATCHY WAY TO ADVERTISE.

A sample ad page taken from a souvenir book of Huntsville, Texas.

FOR some time past the editor has had in view the giving of a suitable notice of a very commendable souvenir book of Huntsville, Texas. The work is in matter, typography, and illustration a very attractive presentation of the beauties and business of this flourishing little city of the great empire State of the West, the seat of the Sam Houston State Normal School and of the State Penitentiary, in one of the rich cotton growing, lumbering, and stock raising districts.

The book is by Mrs. Davis Cox, lately of Texas, now of Memphis, Tenn. Both she and her husband—for many years an honored editor of Texas and now a representative of the American Type Founders Company—are well known to the members of the National Editorial Association, frequently having been delegates to that body. Mrs. Cox has received very many flattering commendations of her work which have been deserved. A satisfactory view would necessitate a reproduction. As a sample of catchy advertising we reproduce one of the pages. One of the wonders of the present decade is the extent to which excellent half-tones can be used to make advertising attractive and pleasing, as well as enduring in the impression given. No one could ever forget Barrett or his splendid force and equipment for serving his customers after seeing this splendidly illustrated advertisement. Our readers will find in it practical hints for helping merchants in other cities to a pleasing and profitable publicity, and it also shows how to tell a whole lot in a very few words.

The Hartford City, Ind., News gives the following as to the way in which one merchant was convinced that ads were read:

"Once when I was publishing a paper in the Midlands I convinced a man in the most emphatic way that it paid to advertise," says an old newspaper man. "He was a fairly prosperous merchant and I had tried for a long time to get him to insert an advertisement in my paper.

"'Oh, it's no use!' he would say. 'I never read the advertisements in a paper; and no one else does. I believe in advertising, but in a way that will force itself upon the public. Then it pays. But in a newspaper—pshaw! Everybody who reads a newspaper dodges the advertising pages as if they were poison.'

"'Well, if I can convince you that people do read the advertising pages of my paper will you advertise?'

"'Of course I will. I advertise wherever I think it will do any good.'

"The next day I had the following line stuck in the most obscure corner of the paper between a couple of patent medicine advertisements:

"'What is Cohen going to do about it?'

"The next day so many people annoyed him by asking what that line meant that he begged me to explain the matter in my next issue. I promised to do so if he would let me write the explanation and do what I said. He agreed and I wrote: 'He is going to advertise, of course.' And he did."



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO

From the Pioneer Press, St. Paul, Minn., comes several advertising cards, all of considerable merit and originality. A reduced reproduction of one of them is shown here-with. Would it not have been better if the initial "S" and the next column had been transposed? It seems as though it was a little far-fetched to read across and con-

used, the rules around each page are printed in red. The idea is to advertise machinery, and the result is very satisfactory.

Blotters still continue to be much used for advertising purposes. One comes all the way from the Enterprise office, Independence, Ore., telling of the excellent job printing done at the office of that paper.

The possibilities of the different uses to which the Brandon and the Blanchard series can be put are shown in two very neat booklets from the Inland Type Foundry, St. Louis.

S

**KILLED LABOR
AND NEW TYPE
ENABLE US TO
PRODUCE ARTI
STIC RESULTS**

THE PIONEER PRESS
MANUFACTURING
DEPARTMENTS
ST. PAUL, MINNESOTA

SAMPLE OF AN ADVERTISING CARD.

nect the word "Skilled." The word "Departments" should have been hair-spaced to make it the same length as the word "manufacturing." However, this is not finding fault with the job, but merely offering an opinion. Some of the other cards would have been shown if the engraver had been able to reproduce them.

From the Standard Engraving Company, Philadelphia, comes a booklet about newspaper halftone and general illustrating; also a number of blotters set and printed in a bright and catchy manner. The booklet shows to what perfection the process of producing halftones for newspaper use has reached; and etchings that reproduce under the stereotyping process.

C. E. Nevin, Laurel, Neb., sends a few samples of job composition and presswork. The specimens submitted are ordinary, every-day work and they show for themselves that they are the production of somebody who is keeping up with the times to the best of his ability with the material he possesses.

Edward P. Keigher and Allan R. Parrish, printers and stationers, have commenced business at 358 Dearborn street, Chicago, and styled themselves "The Oxford Press," according to a neat business card sent here, set in the new Curtis series, and printed in red, green and black.

Forbes & Company, Boston and Chicago, are sending out a neat four-page circular, set in Satanic and old style, printed in red and black, advertising a book of verse by Nixon Waterman, who is well known to many in Chicago for his bright and tuneful poetry.

Quite a novelty in the booklet line is being sent out by Chandler & Price, Cleveland, Ohio. The pamphlet measures 3½x6 inches, and has no job type display lines; it is set in old style, and brevier caps is the largest letter

**PRESSCLUB
MENU**

SPECIAL NOON-DAY
LUNCH SERVED *****
FROM 12 TO 3 P. M.
PHONE CENTRAL 120

SAMPLE OF A TITLE-PAGE FOR A MENU CARD.

An attractive booklet is that telling of the new Charles Austin Bates building, New York. The cover is printed in several colors, showing the proposed new building, and the reading matter is printed in black ink, and set up in the usual Bates style.

A substantial piece of printing, without any great attempt at embellishment, is that of the menu of the Suburban Press Association of New England, held at the United States Hotel, Boston, Monday, April 16, on the occasion of the annual reunion and banquet.

AMERICAN TYPE FOUNDERS CO.



Largest Variety of Borders
in the World

36 Point Contour Border No. 262, 18 inches, \$1.50

24 Point Flame Border, 36 inches, \$2.05 Also made in 6, 12, 18, and 30 Point

OUR BORDERS

PATENTED

6 POINT

Font measuring 10 feet, price \$2.60



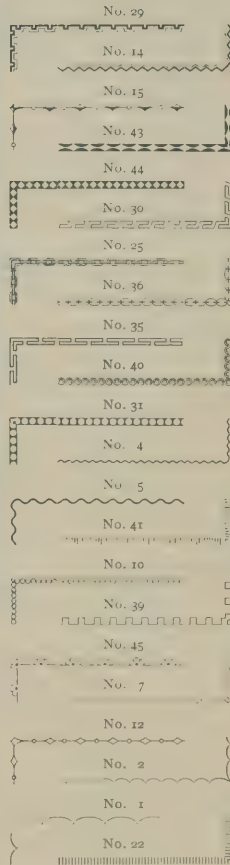
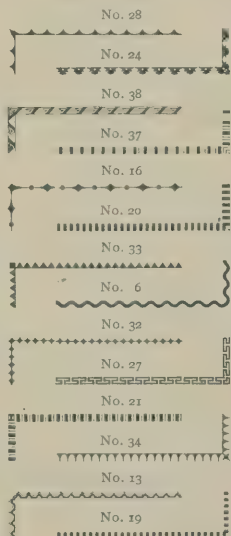
**Lead
the
World**

**in Number
and
in Popularity**

**We make and sell
more Borders
than all the
other
foundries**

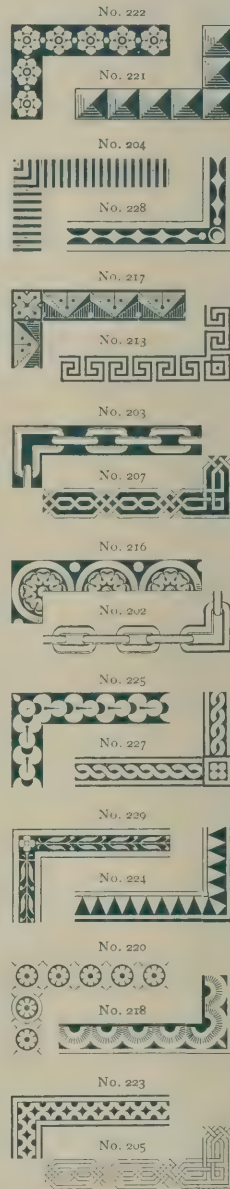
3 POINT

Font measuring 10 feet, price \$2.25



12 POINT

Font measuring 10 feet, price \$3.00



**AMERICAN TYPE FOUNDERS
COMPANY**

For Sale at Branches of the

in Seventeen American Cities



The BOOKBINDER



By GLUTINATOR.

New pamphlet and book cover designs, contributions, and queries are solicited for this department.

The first books were rolls of papyrus or parchment, hence the name volume, a roll or scroll, a written document put up for use or preservation in a roll-like form. The work of the first binders, or glutinators, was to glue the different pieces of papyrus or parchments, generally written only on one side, together. The back of the papyrus, or parchment, was generally stained a yellow color, and the work was finished by rolling the printed sheets on a stick—this sometimes being a little shorter than the width of the parchment, and hence was wholly concealed thereby; generally the ends of the sticks were ornamented by balls painted, called umbicilli (caps) or cornua (horns). Later, two sticks were used, one at each end of the long sheet, consisting of the leaves pasted together. The roll was, in reading, rolled by the handles, or ends, from one stick to the other. The ends of the rolls were carefully trimmed, polished with pumice stones and colored black, as the

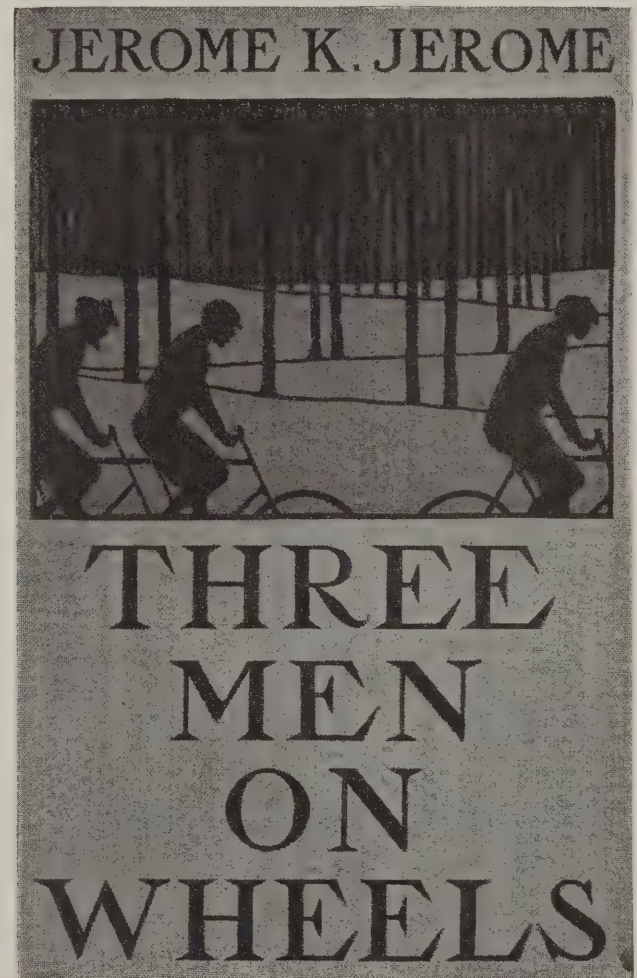
leaves and four pages to a sheet; quarto, when folded twice, giving four leaves and eight pages to a sheet; octavo when folded across, a third fold, giving eight leaves and sixteen pages to a sheet; duodecimo for twelve leaves; and so on. As to the size of the sheets of paper used, the words royal, demy or crown were used for prefixes, as royal-folio, royal-quarto, royal-octavo. With the improvements in paper-making and the running of paper in webs that can be cut into any desired size, these names have largely lost their significance in fixing the exact size of a book. Still, for convenience, the number of folds are retained in the designation of the sizes of pamphlets or



FIFTEENTH CENTURY BOOK COVER.

edges of fine books are now polished, marbled or gilded with gold or silver. The roll thus completed was, for further protection, put into a parchment case, corresponding somewhat to the cases now used for the protection of rolls of sheet music. These cases were colored and ornamented so that art in book binding had a very early origin.

With the introduction of paper and its manufacture in sheets, more convenient for folding than rolling, quite early in the middle ages the roll gave place to the present form of books, but the name of volume, though inappropriate in its origin and meaning to the new form, was still retained. The number of folds in the sheets of printing paper, which was for a long time made in three sizes—royal, demy and crown—gave the names to the sizes of the volume, as folio when the sheet is folded once, giving two



BOOK COVER DESIGN.

volumes; thus we have 4to, 8vo, 12mo, 18mo, 24mo, 32mo, 48mo, post-8mo, and so on. The first work in the bindery is that of folding, though preparation has been made in the composing-room and the press-room to facilitate and make the binding accurate. The pages must be arranged in the type to make the spaces of white paper between the pages equal, so that when the sheets are folded the pages not only come in proper order but will show, when the book or pamphlet is trimmed, the same

margins on every side of each page and perfect symmetry be secured. There must be also perfect registry of the pages backing each other. In folding by hand, the sheet must be so placed and folded that the first or lowest numbered page will come on the top of each fold. The outer pages must be brought accurately even and held firm when the fold is pressed down by a stroke of a piece of smooth ivory or bone held in the right hand. Then a second fold is made in a like manner. As folding is now largely done by machinery, a point is generally set and printed in the form showing where the first fold should come to aid the placing of the sheet properly in setting the folding machine. Another thing done in the printing office to aid in gathering the different sections is the placing of a figure in the lower left-hand corner of the first page of each section to show its proper position in the book. The second step in binding is the gathering of the sections in the proper order, then follows stitching with wire in pamphlets or sew-

of the books so covered exist to the present day, and are wonders sought after by connoisseurs, and bring often fabulous sums. The cover of a missal, or Roman Catholic mass book of the 15th century, is shown herewith. It is incrustured with ivory, enamel and precious stones, and is found in the Imperial Library, Paris, France. The cheapening the cost and the multiplying by many thousandfold the production of books has naturally resulted in the cheapening of covers, yet so great have been the improvements in machinery for embossing and gilding that much of art is still possible without enhancing the cost of books above prices that meet the popular demand. In the early days all was done by hand, and the tooling of the figures, gilding, ornamenting, inlaying and stamping was a very slow and costly process. Many of the recent book exhibits in New York city have shown great taste in cover designs.

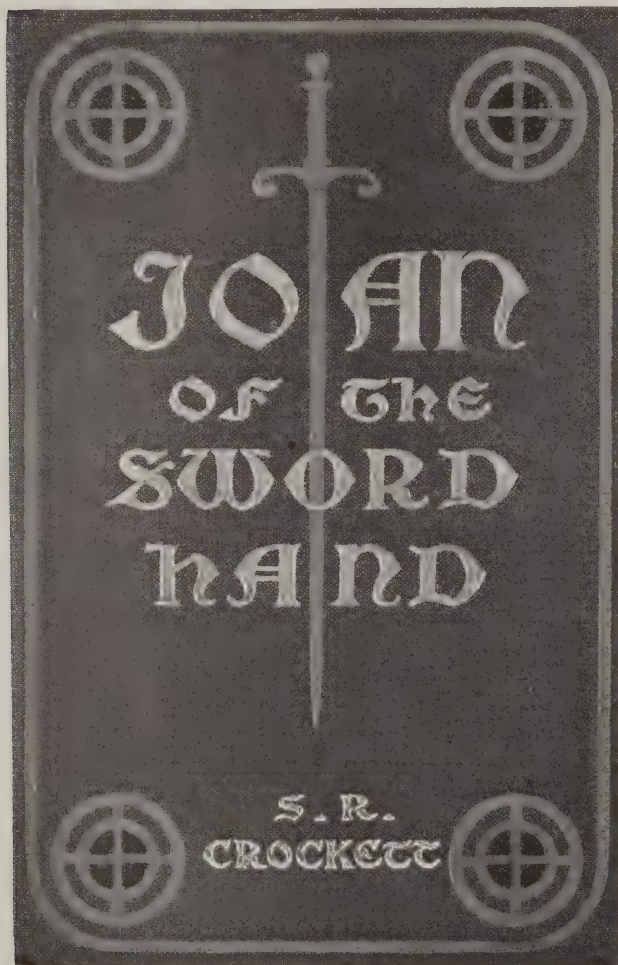
The idea has always been a leading one, to foreshadow in the cover somewhat of the thought, object or leading character of the book. We reproduce this month the cover designs of two books just published by Dodd, Mead & Co., New York. The first, "Three Men on Wheels," by Jerome K. Jerome, needed only the cover design, without words, to foreshadow the title, and reveal much of the character of the contents. The words, however, balance in with the design, and complete the artistic effect. This book is from the University Press, John Wilson & Son, Cambridge, famed for the excellence in typography of the books that pass through their hands. It is full of suggestions of green fields, country byways and groves. The cover is in black and two shades of green, with the background of the forest lit up with yellow, suggesting early sunrise seen through the woods. The trees are in black, and the trip made by the three bicyclists is in part through the Black Forest of Germany. The book itself is full of rollicking adventure and sport, light, airy, restful. Like the cover, appropriate to the approaching season of vacations and outings.

The second cover is on black, the designs in red and gold and the lettering in silver. It covers a thrilling and romantic story of the Middle Ages and the design is as well fitted to the age as is the story to those days of romance and glory. The heroine is the Duchess Joan of Hohenstein, the only heir of her father, who delights in swordsmanship and adventure. The contents are so fascinating, that, setting out to describe the cover, this was forgotten until the book was devoured.

AN EDITOR FOR COMMISSIONER.

We do not know of any office for which a wide-awake, well-informed, all-around editor is better fitted than that of Commissioner of Labor and Printing. The editor knows what it is to labor all the way from eight to eighteen hours a day, and has generally had inside experience in many kinds of practical work; besides this, by his business, he is brought into constant touch with all kinds of employers, as well as with independent wage earners. He comes in contact with all sides and knows, from experience on both sides of the question, how it is himself. Hon. Henry Bronson Varner, editor of the Lexington, N. C., Dispatch, and a member of the Executive Committee of the National Editorial Association, is a candidate for the office of Commissioner of Labor and Printing in his State. He received his nomination on April 12, 1900, his thirtieth birthday. He is the youngest man and the only editor on the State ticket. He expects an election by fifty thousand majority, though he is canvassing the State just the same. The North Carolina Legislature of 1899 consolidated the two formerly appointive offices of Public Printer and Labor Commissioner and made it the one office and elective, so that the position is quite an important one and in the line of his calling. That Mr. Varner is a good newspaper man is evidenced from the fact that when he bought the Lexington Dispatch in 1896 it had a circulation of only between six and seven hundred, but he has increased this to nearly four thousand. He is industrious and active, and in touch with men who earn their bread by the sweat of their brows. That he is devoted to principle and is self-sacrificing to his party and to the public, goes without saying, for he is an editor.

Mr. Sydney T. Pratt of the Milwaukee Sentinel, an experienced newspaper man, has purchased and taken charge of the late John Nagle's paper, the Manitowoc Pilot. May the new editor sustain the high standard and the worthy fame attained for the publication by its former publisher.



BOOK COVER DESIGN.

ing the sheets with thread to bands or strings placed on the back of the volume. The backs are sometimes first saw-cut, with creases to receive the bands or coarse cords to which the sections are sewed, and sometimes these heavy strings are left to form ridges on the back of the book and made to aid in ornamenting the back of the book when the cover is placed on. The sections or sheets having been all sewed together, the back edges are glued together by brushing them lightly with thin glue. The volume is then ready for the cover or case, which has been separately prepared. The method of making the covers and all the other processes to the completion of the book open a field for the display of an art that was carried to great perfection and beauty at a time when books were rare and costly. Many of the costliest covers were first made by jewelers, who ornamented covers of wood, vellum or silver with precious stones, ivory and metal work. Many

Education and Manual Training

Lincoln Memorial University—Notes by the Editor on Educational Progress



OTHER calling than that of journalism is so closely, naturally and for its own best interests and prosperity, in touch with education and industrial advancement. Highest newspaper success depends on universal intelligence and industrial prosperity. Broader instruction in all industrial fields is needed not only for prosperity but for the very safety and perpetuity of free institutions. The present growing rule of selfish ignorance and brutality, tending, especially in our larger cities, to anarchy, violence, secret assaults and assassination, brigandage and social chaos, must be counterbalanced. After one has, day after day and week after week, from year to year, read in the daily papers of Chicago, the constantly growing records of brutal sluggings and murders, until he has come to feel that all the traditions of our free government,—wherein it was once the boast that the whole power and resources of the nation, to the last dollar and the last man, would be used to protect the humblest citizen in life, limb, property and individual rights—had been utterly overthrown or forgotten, it is a pleasure to get out into the world and to become familiar with some of the noble agencies that are being used or being put on foot to develop a nobler manhood, to make youth self-respecting and self-supporting, mindful not less of the rights of others than of their own rights.

On a recent trip through the South over the Monon, the Louisville & Nashville and the Southern Railways, one of the principal stops made was at Cumberland Gap, Tenn., to visit the newly opened Lincoln Memorial University pro-

defense and self-preservation, however trivial may have been their first origin. They are foolish and wicked, but not inconsistent with highest principles and purest patriotism, and they are not so frequent in any neighborhood as to



Grant-Lee Hall, showing winding carriage drive in front.

have ceased to make one outbreak the talk of a whole year. In this there is an advantage over Chicago, where from one to a dozen assaults, assassinations, riots, sandbaggings, burglaries or highway robberies are served up in the newspapers every evening for tea and every morning for breakfast, and where, on account of demagoguery, maudlin sympathy with crime and the weakness of the government, the time seems fast approaching when the only relief will be United States troops with loaded Maxims commanded by someone with the heart of a soldier.

In Cumberland Gap we were met with carriage by Dr. John Hale Larry, the acting President of the University, and taken through the second or Smaller Gap in the mountains to the Grant-Lee Hall, where we were welcomed by his estimable wife, sons and daughter, into a home and surroundings so much in contrast with the empty, deserted, wrecked condition of the building observed on a former visit that the transformation seemed almost miraculous. As we drove around the winding road, shown in the illustration, leading up to the great building, all lighted up by the students in the several rooms, the picture presented was a most enchanting one, but the neatness and order within, where we had seen a year ago only evidences of ruin and disorder, were most gratifying. In addition to the repair and improvement of the building we found that the pumping station over the mountain, at a famous spring, had been put in order, as had the reservoir on top of the mountain ridge, and the building supplied with pure spring water, and the steam heating plant put in order for its heating. A telephone system had been erected connecting the different schools and the office of the Treasurer of the University. Never was another transformation worked in so short a time with such limited resources. The work had all been done by the teachers and students aided by one skilled mechanic. Great credit is certainly due Rev. John Hale Larry, though we will not forget the meed of praise due and given by him to his noble wife, who, with him, had left the pleasantest of homes and surroundings in Providence, R. I., to come to this mountain region to work for the education of the youth. Gloomy indeed must have been the outlook when they reached the great, deserted building last winter.

At the last annual meeting in May, 1899, of which we gave a full account in our last June issue, the Board of Directors voted to invite Rev. Larry, who had been for a number of years past engaged in what might be called institutional church work in Providence, R. I., and had



Gen. O. O. Howard, President Larry and Wife, and Teachers at Grant-Lee Hall, Lincoln Memorial University, Cumberland Gap, Tenn.

jected for the mental, moral and industrial training of the boys and girls of the Cumberland Mountains. It is in a region that has been much neglected, and where greater local educational advantages are much needed. It is a section that has been cursed by fatal feuds, yet the killings here have been with a much higher ideal than that of assaulting and killing men to prevent their working for a living or to compel them to submit to the government of a trade unionism that is set up in defiance of law and of the existing government. These feuds in the mountain regions of Kentucky, Tennessee and Virginia are carried on with a view to the defending honor or avenging the murder of a father or brother, and carry with them the thought of self-

had large experience in practical education and manual training, to take charge of Lincoln Memorial University and develop it along those lines that would make it the most useful for the youth of the Appalachian Mountain section. He came to the work in the early winter and found the academic department and the schools leading up to it in good order and the teachers able and interested. He left these to work on as they had started and bent all his energies to opening a new school at the "Grant-Lee" Hall. This, as our readers know, is a magnificent building that survived the wreck of the "Four Seasons" property. It was the great Sanitarium built at a cost of \$100,000, bought for the school, with over 400 acres of land, for \$13,000. The first Monday in January the "School of Practice" was opened, and before it was advertised nearly every room was taken. We were glad to learn that it is Mr. Larry's idea that the industries should not be simply a means of support while the youth studies, but should be a part of his education and should, as far as possible, have the idea of profit connected therewith. The farm will always furnish the largest number with employment. But during the preparation of the building several young men had a good opportunity to learn how to run boilers, pumps, engines, etc., and a few turned out pretty good plumbers. Now the garden department calls for all the labor it can get, ten acres being put into small truck for table use.

A department that the patrons of this paper can help in many ways was opened two months ago. Robert Hoe of press fame kindly donated a small cylinder press, and type barely sufficient to set a newspaper has been purchased. A printing class has been started and the "Mountain Herald" is now regularly put forth for the double purpose of keeping the patrons of the school posted on its work, and furnishing the community with a newspaper and thus giving several students an opportunity both to learn and to earn. The plant needs, however, one or two job presses, a hand or power paper cutter, stitching machine, and more type, both body and advertising. The "Herald" will be pleased to exchange advertising for any sort of printing material.

At night we enjoyed some of the remnant of elegance of the great Sanitarium. We slept in a great chamber off a large room with marble fireplace, opening into bath room elegant with marble bathtub and washstand. The building was fitted up throughout in like manner by the Sanitarium Company. The interior fittings, baths, bathing pools, hot and cold water, steam heating, electricity, speaking tubes, gymnasium, etc., cost much more than was paid for the whole building, including these and the farm thrown in. Such expenditures were expensive for the projectors of the Four Seasons Hotel enterprise but fortunate for the school. An elegance is inherited for this school in the mountains that would not otherwise have been possible for many years. The purchase of this property was wise, and for making the same at the time when there were no funds in sight, Rev. A. A. Myers and Mr. Cyrus Kehr, acting under the wise counsels of Gen. O. O. Howard, deserve great credit.

In the morning we visited the printing office, where the Hoe cylinder press had been put up and set to running by young men who had never been inside a machine shop. We met with and talked to the students at morning exercises as best we could on the value of education, and especially on the privilege and importance of learning, in connection with the study of books, how to use the hands and eyes to create, in harmony with the laws that govern all life, all healthful growth, all mechanical processes, and all new creations in the vegetable kingdom, on farm or in garden; to do something of value to add to human comfort or happiness, of the supreme pleasure and obligation of being producers, and of use in life.

This was followed by a most enjoyable ride with Dr. Larry, winding up the mountain side over a road that was constructed by the Four Seasons Hotel Company at a cost of forty thousand dollars for the delight of the wealthy guests, that they might enjoy enchanting glimpses of scenery up and down one of the most beautiful valleys on the Continent, unfolded at every turn to their view.

The afternoon was given up to a visit to Harrow School, which has already been described in these pages and that was found in a very prosperous condition. A view showing a group of the pupils and a portion of the building is given herewith. Here we found one of the classes studying Oliver Wendell Holmes' poem, the "Chambered Nautilus." This gave the subject for a half hour's talk along the line of

building greater and higher every year in perfect symmetry, neglecting no power of body, mind or soul; observing all the laws and means of healthful being, development and growth; reaching out and up until, with perfection of character and strength, the highest possible attainments, the glories of right and orderly living and the heights of earthly attainment and accomplishment reached and en-



Group of Students in front of Grant-Lee Hall, Lincoln Memorial University.

joyed, the soul finds a home above, a house not made with hands eternal in the heavens, where no confining or protecting walls are needed, but the mighty universe with all eternity in which to grow.

In the evening the military drill of the boys and the social amusements and pleasures of the students at the Grant-Lee Hall were witnessed, it being Friday evening. A portion of this evening each week is generally devoted to society or literary exercises. The rooms of students, the kitchen and dining room, were also inspected. Everything



Group of Harrow School pupils, Lincoln Memorial University.

everywhere was found cleanly and orderly, though the great lack of furniture and school furnishings of all kinds was everywhere evident. Yet this does not stand at all in the way of study or scholarly attainments. It only shows an opening for some man of means to do a great and needed good with a small sum of money. One hundred dollars would do more good here than a thousand dollars elsewhere, and a thousand dollars would accomplish more than would ten thousand dollars in many places, and fifty thousand dollars, just at the present time, would be a liberal endowment. There is not a better point in the world to develop all around strong, healthy men and women, physically, mentally and morally. The inhabitants are largely of the very best old Scotch Presbyterian stock. There are scarcely any recent importations from Europe and no negroes. Why

benevolent men of wealth will give of their money to institutions already rich, in sections where high schools, State supported and liberally endowed colleges and universities are already numerous, to the neglect of such an opportunity to do good where the most needed, can only be accounted for on the idea that to those who have shall be given, however unnecessary in a comparative sense may be that giving. We might add more and shall doubtless at some future time, but for the present will rest content with the follow-



Ruins of Four Seasons Hotel, Cumberland Gap, Tenn.

ing quotation from an editorial in the New York Tribune, evidently written by the editor-in-chief. The Tribune says:

"The group of schools to whose development General Howard is resolved to devote all the energy which a strenuous career has left him seems admirably adapted to the accomplishment of an indispensable object. Having assumed the task, he would have devoted himself to it with earnestness and sagacity in any case; but recently he has been inspired with a keener sense of duty and a more fervent zeal by an example of absolute fidelity which, while it stirred the whole country to admiration, overwhelmed him with grief. A few weeks ago his son, Colonel Guy Howard, in command of a little steamer conveying supplies to our troops in Luzon, received a mortal wound. 'Whatever happens, keep the launch going!' was his instant and final order to the helmsman. An inconsolable bereavement would seem to many men in their declining years an ample warrant for ceasing from long, unselfish and fruitful labors. General Howard finds no such absolution in his irreparable loss, but a fresh incentive in his son's last words to increased devotion of himself to his country's service.

"We earnestly hope the patriotic undertaking in which he is engaged may prosper. It has made encouraging progress, but unless additional interest and support are won much must remain undone and much may be lost. Our readers often do us the honor to accept our estimate of a philanthropic endeavor and take advantage of the opportunity that we point out. We urge them to do so in this instance, with a full assurance that they will be rewarded for their faith and generosity."

We are pleased to know that Mr. C. P. Atmore, General Passenger Agent of the Louisville & Nashville Railroad, is interesting himself in this school. It will in the end be worth a dozen "Four Season Hotels" to the development of the adjacent regions of Kentucky, Virginia and Tennessee, and in passenger and freight traffic to the great L. & N. system of railways in the Central South. The building up of a country, the development of its farming, mining and manufacturing resources and interests, and the increase in the intelligence, the power of production and the enterprise of the people, and the putting them in touch with the rest of the world, are things that bring business to

railroads and to everybody else, with the result of profit, general prosperity, well being and comfort.

Money is needed to develop the enterprise now, and General Howard, whose efforts have done so much, is spending the afternoon and evening of his life in appealing to those who are able to found and finish this work for the white youth of the mountain, and which has been so appropriately named the Lincoln Memorial University.

Here, near the home of Lincoln's ancestors, many a future Lincoln in character and the possibilities of noble and useful lives can be seen upon these grounds, laying the foundation for an honorable career among his fellows, who but for a chance to earn his education might not be able to obtain it, or to rise from the hard conditions that have existed too long. Every young man who enters the school is pledged while a student to abstain from intoxicating beverages, tobacco in all its forms and profane and impure language. Two miles at least from any store or lounging place, it is doubtful whether any spot in the country presents a place where there are so many temptations to do right and so few to do wrong. The surroundings in natural scenery are grand and inspiring. Pure air, pure spring water, and healthfulness, at a point selected by the best physicians of the Nation as a sanitarium, every condition is favorable. Mountaineers have been celebrated in history for love of country and undying fealty to principle. This country needs just such another nursery of patriots, who shall be strong in bodies and pure in hearts that are untarnished by greed or brutishness springing from the hotbeds of pride, brutalizing strife for place, preferment, and pelf or industrial, commercial and social advantage—not to mention the other immoral and degrading influences—found in many of our larger, overcrowded cities.

AT KNOXVILLE, TENN.,

A delightful day was enjoyed. In company with Mr. Cyrus Kehr, formerly of Chicago, who has recently moved to this historic city, where Parson Brownlow, as editor of the Knoxville Whig from 1838 to 1861, won fame as one of the most vigorous and fearless newspaper men of his age, we enjoyed a most delightful view of one of the handsomest places in the South. Our view-point was the top of the hill, on the south, from which General Longstreet bombarded the Union forces. The river, down which a steamer



Foundation walls, with the Master Mechanic, Lincoln Memorial University. There is sufficient material in these walls to build a Boys' Hall.

passed, wound around just beneath, while in a beautiful panorama across the Tennessee, the streets and buildings lay spread out over the sloping, rolling grounds on a site that must have sent a thrill of delight through the heart

of the first inhabitant when it first opened up to his unaccustomed view, away back in 1789. We wondered if there was any prophecy of its future in the naming of the place after General Washington's then Secretary of War, General Henry Knox.

Here, too, we passed a pleasant hour with the Superintendent of Schools of Knox County and learned something of the progress of common school education in a section that was noted for its heroism and loyalty during the struggle for the preservation of the Union. The schools of the county are graded and conducted on modern ideas. One sentence in the introduction to the printed "Course of Study and Rules for the Government of the Public Schools of Knox County" especially attracted our attention. It was, "The old-time pedagogue took his ferule to school; the modern teacher takes his periodicals. He substitutes reason for rod, and mind for muscle." Among the reasons given for the splendid condition of the schools are the following: "Many of the noble men and women who make up the teaching fraternity are cultured, professional men and women, who are seekers after truth, who are broad-minded, and who are patriotic. Indeed, such teachers are needed in the closing hours of the nineteenth century to inspire reverence for law, respect for lawmakers, and love for our common schools; they are needed to bring up for the morning of the twentieth century a class of sturdy young Americans who shall support and perpetuate our government with unfaltering fidelity and patriotic devotion. 'Upon the education of our people depends the perpetuity of our government.'"

The teachers are systematic and methodical and the idea of the broader, all around education is taking a strong hold.

Here, too, our attention was called to the

SOUTHERN INDUSTRIAL CONVENTION AT CHATTANOOGA.

The motto of the convention was "Business. No Politics, no Sectionalism." It was a kind of convention that it would be wise for the editors in every city and State in the Union to encourage, organize and promote. Among the topics discussed were "The Press of the South and Its Relations to the Future of the South."

"The Poor White Boys of the South." A plea for technological school or schools, that will equip the poor white boys of the South for earning a better living in the field of industry than is now accorded them. This discussion was by Hon. Clark Howell of the Atlanta Constitution, Hon. Ben P. Hunt of the Huntsville Post, Hon. C. W. Kehr of Knoxville.

There are many white boys of the North, poor in any education that really fits them for the practical duties of industrial life, or the understanding of the conditions which they must meet. Other interesting topics were, "The Agricultural Interests of the South," by Secretary of Agriculture James Wilson; "A Textile University for the South," by Hon. H. H. Hargrove; "A Ship Canal Across Florida," etc., etc.

The theme of "Compulsory Arbitration—the Remedy for Strikes, Boycotts and Lockouts" was treated by three gentlemen of the South, where the least is known about the conditions expected to be remedied. But then, the less practical knowledge a man has on a subject or of a disease the more certain he is of being right or of the virtues of his panacea. Forcible arbitration is an illusory fad. It is only an attempt to compel a man to go to law, for a court or committee of arbitration is only a new court. Present courts are able and sufficiently numerous to adjudicate and to enforce all the real rights of men, and where there are real, honest differences which men wish to have settled amicably, arbitration under proper rules and restrictions is now open to them in every State of the Union. The trouble with this proposed arbitration is that men want by its agency to force away men's rights, to compel so-called arbitration when there is nothing to arbitrate. In Chicago men have insisted on conducting and controlling other people's business, and then, after resorting to assaults, riots and murders in order by intimidation and the destruction of business to compel the acceding to the wrongful demands, have coolly asked State and city authorities to arbitrate. This would be as ridiculous as for a burglar, after breaking into your home and being driven off, while you were still bleeding from wounds received in defending your property and your home, to turn around and demand that the State should arbitrate because he had

failed to get by violence what he had coveted. Some newspapers that ought to know better refer to such violence, assaults and attempted assassinations, as "The Labor War," as though the right to declare war existed in individual citizens or private organizations, instead of in the Government.

IN THE UNITED STATES CIRCUIT COURT—SOME OF THE WICKEDNESS AND FOLLY IN THE INTERNAL REVENUE LIQUOR LAWS.

We had often wondered why so much trouble grew out of the attempted collection by the United States of a certain sum of money on every gallon of spirits manufactured in isolated districts of Tennessee, Kentucky and Virginia. While in Chattanooga we dropped into the United States Court, listened to some of the trials and were enlightened. One of several cases, most of them still more ridiculous, showed that there was a discrepancy of between thirty or forty gallons of apple brandy between the reports sent and the quantity of pulp found in the distillery by the U. S. detective, and that the still had been found in operation on one occasion in a month when it had been reported idle the whole month. The evidence showed that a farmer had a quantity of apples liable to spoil, but refused to take out a license or to operate his still because the revenue collector allowed only 14 gallons of pulp to a gallon of brandy, while allowing his neighbor 16 gallons. Under advice of a sub-collector, to save the apples and avoid the trouble and injustice, a license was taken out in the name of a tenant living on a portion of the farmer's lands. The tenant, who was the man under arrest, had done nothing further than to sign the bond, and knew nothing about the making of the brandy or the reports to the Government. The report from which the discrepancy had arisen had been obtained from a daughter of the farmer, who seemed to keep the books. She signed the report with the name of the tenant by her own name and, as claimed, swore to the affidavit in the name of the absent and innocent tenant, and the United States revenue officer took this affidavit as all right. With all these facts showing on the face of the returns, or at least easily procurable by the U. S. Prosecuting Attorney, an innocent man had been arrested and an expensive prosecution carried on to the profit of nobody except the witnesses, the lawyers and the collectors. It looked very much as though, with a view to fees, and with gross, good-natured carelessness, an innocent man had been tempted into a crime involving a few dollars, with an ignorant, innocent girl, under like temptation, as an accessory, and the United States Government had been bilked out of a large sum in a foolish prosecution of an innocent man. We left with no increased respect for the dignified prosecuting attorney nor for the system that under the easy-going partisan rule for spoils, leads to so much crime and bloodshed. We left also with a feeling that our prohibition friends are possibly right and that the whole system of supporting the Government by taxing spirits is a partnership in crime. However, though this may be of value to editors, who should know the whole of the weakness of National laws and administration, we pass on to a more pleasing and edifying theme, which is no less than that of the meeting of the great

NATIONAL EDUCATIONAL ASSOCIATION, AT CHARLESTON, SOUTH CAROLINA,

in July of this year. It might seem, at first thought, that Charleston is an odd selection to be made by educators, who are supposed to be up on all questions of geography, climatology, isothermal lines, etc., for a summer meeting. Possibly, however, it was just on account of this knowledge that this selection was made. As strange as it may seem, the official records of Charleston and the records of the United States Weather Bureau, covering a period of one hundred years, show that in no place in this country is the summer temperature more equable and pleasant than it is in Charleston. The range of the thermometer is not nearly so high on the average as it is in Boston, New York, Asbury Park and Saratoga. At the time the convention was in session last year in Los Angeles, and the delegates to that convention were suffering from intense heat, the people of Charleston found light blankets to be necessary to comfort.

Another quality of the summer temperature in Charleston is that sun prostrations are exceedingly rare here.

Charleston, being situated directly on the Atlantic Ocean, enjoys all the advantages of the southwest trade winds, which blow at that season of the year continually, and on account of their influence extreme heat is prevented.

Through our friend, J. C. Hemphill of the Charleston News and Courier, we learned that the chief purpose of inviting the National Educational Association to hold its convention in this city was to place the South in the closest possible touch with the educational interests of the world. It is hoped that there will be a large attendance from all the Northern, Eastern and Western States—there is a certainty that the teachers of the South will be here in full force. What is needed in the South is encouragement of its educational interest, the elbow touch with the teachers of the nation, and this necessity should be impressed upon those who are really concerned about the illiterate conditions which prevail in a large part of the Southern country.

We also learned from Mr. Kehr, one of the promoters of the Southern Industrial Convention, that it is planned to secure many teachers from this educational convention that will meet in Charleston, S. C., in July, to deliver addresses at all points in the South where proper arrangements can be made, on the value and importance of manual training in the public schools, as preliminary to building up an industrial South.

With the present prevailing spirit and longing for knowledge and advancement, the more northerly States will have to look to their efforts and their laurels, or the States of the South will outstrip them in educational and industrial advancement, as well as in the cause of temperance.

Charleston is to-day the typical city of the South. Its name has ever been with all for pluck and valor. Its history is closely identified with the history of the United States. Established at Albemarle Point, on the west bank of the Ashley River, in April, 1670, it was named in honor of Charles II, who had granted to the Lords Proprietors exclusively the land including the Carolinas. In 1672 the colony, which first settled at what is now known as "Old Town Creek," was moved to the present location of the city on the narrow neck of land between the Ashley and Cooper Rivers, by an order of John Yeamans, Governor, in July, 1672. By 1677 the new settlement had become so much more important than the original one that its name was changed to "New Charles Town," and in 1680 it was made the seat of government. The immigration was also so rapid in those early days that the town became one of the most important in the country. The first French Protestant immigrants who came here arrived in 1680 and they were followed in 1685 by great numbers of others seeking asylum from religious persecution in their native lands. The first settlers had come from England and Scotland, and these three strains united in making the city, which has ever since preserved their characteristics, so that the city to-day, which is in style very French in its architecture and in the courteous manners and dignified bearing of its best people, gives evidence of its English origin as well in its mode of life, its customs, its ultra conservatism, and in the pluck and energy that have ever characterized its people, shows that there has been a large infusion of Scotch tenacity and endurance.

In 1719 the people of Charleston threw off the yoke of the Lords Proprietors and placed themselves directly under the British Crown, and in 1780 the town was incorporated as the City of Charleston. It is rich in historical incidents. It has passed through many deep waters and stands to-day stronger and more vigorous than ever—an old city still in a new country, true to its traditions, firm in its convictions, devoted to its memories and loyal to all its pledges.

There is no town on this continent which has more of quaint and artistic interest to please the eye and excite the fancy. For those who care to study its history it may be divided into five periods—Charlestown under the King; Charleston during the Revolutionary War; Charleston after the Revolution; Charleston during the period of the Confederacy; Charleston under the Reconstruction, and Charleston as it is to-day, full of life and energy—the most beautiful and attractive port on the South Atlantic. One of the features that appeals to all intelligent visitors is the beautiful domestic life of its people. They live at home. They do not waste their time on club life; they do not care for society columns in the newspapers; they resent interference with their domestic concerns; they entertain most bountifully those whom they receive into their confidence.

The houses in the city are nearly all built with their narrow gable ends to the street and their broad sides, with spacious galleries at every noor, facing picturesque gardens filled with flowers and semi-tropical plants, and enclosed by high walls, over the tops of which straggling vines often climb, giving to the passer-by a suggestion of the richness of comfort to be found inside and the wealth of floral beauty in the garden spots. The doorways of the typical Charleston house open from the sidewalk, but only on to the lower piazza. In the center of this lower piazza the main door of the house admits to a spacious hallway, with large rooms on either side and the stairway to the noors above, in early colonial style.

There is a charm in all these quaint things and ways that appeals to the artist and the teacher. It shows the people of these rushing days how sweet and satisfying must have been the life that was lived in the long ago. No description, however, could give any idea of what there is to be seen and felt here—two civilizations at one and the same time. The modern life in the streets and stores and the ancient ways within the homes.

Charleston is a city of churches, and among these is St. Philip's, the first establishment of the Church of England in the Province of Carolina. The original church stood where the present edifice stands, on the east side of Church street, between Queen and Cumberland streets, and was opened for service Easter Day, 1723. It was regarded at that time one of the finest church edifices in America. The present building was erected on the same site after the destruction of the first church by fire in 1838. St. Philip's has been called "the Westminster Abbey of South Carolina," so many of the State's illustrious dead lie in her cemeteries. Here rests the dust of Alexander Gordon, commissary of the Bishop of London; the Rt. Rev. Robert Smith, first Bishop of South Carolina; Robert Daniel, Governor under the Proprietors; Robert Johnson, Governor under the King; Rawlins Lowndes, Speaker of the House of Assembly and Governor in 1778; Edward Rutledge, signer of the Declaration of Independence and Governor; Charles Pinckney, Chief Justice, and his son, Gen. Thomas Pinckney, Minister to Spain and England and Governor of the State; Nicholas Trott, "the father of the law and of the courts in South Carolina." In the center of the western cemetery, opposite the church building, stands the sarcophagus of the great Carolinian, John C. Calhoun, and on the walls of the vestry is the tablet erected by the Society of the Cincinnati to the memory of Gen. William Moultrie.

Then there is St. Michael's Church, where George Washington and the Marquis La Fayette and Robert E. Lee, and numerous distinguished civil and military men of this and other countries, have worshipped.

Besides these two church edifices there are a number of others full of history and rich with traditions.

Then there are the schools of the city, all housed in modern and well-equipped buildings, and all the outgrowth of the common school system established in South Carolina before such a system had been created even in many of the older States of the North and East.

In spite of war and storm and earthquake Charleston has made great advances in commercial and industrial progress in the last quarter of a century. There is no harbor in America that is more spacious and beautiful than the harbor of Charleston. There is no city on the Atlantic coast that is so near to the open ocean. There is no place anywhere offering so many opportunities for the profitable investment of capital. Last year the total business of Charleston aggregated \$100,000,000, and with the extensive railroad connections which have been secured within the last twelve months there is every reason to believe that Charleston will begin with the new century a new and more vigorous and fruitful life. To-day this is the largest manufacturing center of commercial fertilizers in the world and the richest banking center in the South Atlantic States; the metropolis of the largest cotton manufacturing State in the South. There is nothing to stand in the way of a great future. This future will be promoted by the coming of the teachers of the country. All true Americans who have not entirely lost touch with the history of American institutions will aid in the work of development and progress.

But here we have branched off into travel, which is always so interesting to editors. We must return to a subject of vastly more importance just at present.

The progress of manual training and of training in the arts and trades of the present day, are gratifying signs of

the times. It has been a little singular how Christian nations have taught heathen mythology, the quarrels, the wars, the lusts, and the immoral escapades of gods and men, with the glory of mortal conflicts as the only inspiration, and military drill, or rough, dangerous and cruel sports as the only means of physical training, to the neglect of the useful, inspiring mental and physical disciplining coming from a knowledge and intelligent practice of the arts and trades of the present day, and then preached against war, lust for power and conquest, and mourned over the lack of virtue, the distaste and unfitness for the useful callings and general degeneracy. But a better day is dawning. We have during the past year called attention to the splendid courses of practical manual training given in the schools of Kansas City, New Haven, Philadelphia, and other cities. The following letters that are self-explanatory show that the good work is spreading:

Office of The Stovel Co., General Printers, Winnipeg, Man.

Winnipeg, March 1, 1900.

B. B. Herbert, Esq., Editor "National Journalist," Chicago:

Dear Sir—Herewith please find a clipping I took from one of our dailies. I know you are very much interested in the subject of manual training schools, hence I thought you would like to know of the proposed establishment of these schools in Canada. I am,

Yours truly,

A. B. STOVEL.

MANUAL TRAINING IN SCHOOLS.

The subject of manual training in public schools has aroused much discussion, which has been greatly stimulated of late throughout the Dominion by the announcement of the offer made by Sir William C. Macdonald, of Montreal, whose donations to McGill University exceed \$2,500,000, to pay for the equipment required for educational manual training in one place in each of the provinces, and also to meet the expenses of qualified teachers and of maintenance for three years in all those places. This offer is made through Prof. Robertson, the Dominion Commissioner of Agriculture and Dairying, from whom the Free Press has received a copy of his address to the public school board of Ottawa, in which he announced the terms of the offer. These are that in Ottawa and Brockville, in Winnipeg, in Calgary, in Charlottetown, P. E. I.; in Fredericton, N. B., and in two other cities not specified, one in Quebec and one in British Columbia, Sir William C. Macdonald will equip and maintain for three years as many centers as are required to give all the boys between the ages of 9 and 14 in the public schools an opportunity to receive the proposed manual training.

Professor Robertson is at pains to make it clear that this training is to be educational hand-work, not trade hand-work. Everybody says that too much of the present systems of instruction is based on the study of books, which, while it renders children capable of answering questions, does not teach them how to do things with their hands. The system of proposed manual training is called Educational Sloyd,—Sloyd being a Swedish word for dexterity. In the public schools of Sweden the system has been established for some time. In England, too, it is in operation in some 150 manual training centers, being assisted by government grants. According to Professor Robertson, there are about 50,000 boys between the ages of 9 and 14, who are receiving courses of instruction in wood-work, iron-work, brass-work or leather-work in the public board school of London. He says:

"At a typical school which I visited a room was fitted with some forty benches, each provided with wood-working tools. There was also a supply of general tools for the room, in addition to the particular tools at each bench. One instructor and an assistant were sufficient for the forty boys. The course of instruction is a three years' one, and each boy gives half a day per week to it. Consequently, the manual training room in that instance provided facilities for 400 boys, there being ten half days in each school week."

The manual training room thus sketched can only be considered a commendable adjunct to a school when its purposes are purely educational, without particular regard to the occupations they are to follow afterwards, save in as far as it may serve to set children on the right track towards occupations for which they are best adapted. Such

manual training would not be technical education. The manual training room should not be a workshop where operations are to be carried on with a view to the commercial value of the articles turned out. At the same time the work done there should be more than mere pottering with a few tools. In this, as in all educational effort, it is, after all, the teacher that counts for most in the development of the powers of the child. And care should be exercised that the proposed manual training, should it ever become an established feature in our public schools, should be merely hand and eye training, and not a new subject in an already overburdened school course.

PRINTERS' SCHOOL, BOSTON.

The North End Union, 20 Parmenter St., Boston.

Samuel F. Hubbard, Superintendent.

March 28, 1900.

Benjamin B. Herbert, Esq., Editor "National Printer-Journalist":

Dear Sir—We have received the January, February and March numbers of the "National Printer-Journalist," which we presume have been sent to our School of Printing at the suggestion of Mr. J. W. Phinney, one of the supervisors of the school.

Please accept our hearty thanks for your kindness, and we shall with much pleasure put them in the hands of our pupils. I send enclosed the little circular issued at the opening of the school in January, and we feel that its success, as measured by quality of work, is well assured by having such a representative group of men as its Board of Supervisors.

Again thanking you, I am,

Very truly yours,

SAMUEL F. HUBBARD.

The North End Union, 20 Parmenter St., Boston.

Samuel F. Hubbard, Superintendent.

April 3, 1900.

Benjamin B. Herbert, Esq., Editor "National Printer-Journalist":

Dear Sir—Please accept in behalf of our School of Printing, as well as from myself personally, our hearty thanks for the back numbers of your valuable journal. I am very glad to have them, as they take up some of the problems which the school will have to meet.

Very truly yours,

SAMUEL F. HUBBARD.

"THE CIRCULAR."

The North End Union will open an Evening School of Printing on Monday, January 8, 1900, at 7:30 p. m.

The school will be limited to those already at work in the printing trade, and will be in charge of an instructor, under the direct management of a Board of Supervisors consisting of Messrs. J. Stearns Cushing, J. W. Phinney, Geo. H. Ellis, Horace T. Rockwell, H. O. Houghton and Samuel F. Hubbard.

The plan of instruction, as at present outlined, includes book composition, job composition, and presswork (hand and job). Special attention will be given to teaching the principles of punctuation, capitalization, etc.; one of the objects being to instruct pupils in the many details that are often overlooked in a printing office. Pupils will be instructed individually, not as a class—thus offering an opportunity for advancement to those whose talents lead them in any special direction.

It is not proposed to undertake any elementary work, such as teaching the case,—or, in fact, any of the first steps taught an apprentice. Candidates for admission to the school must be seventeen years of age or over, and must have had at least six months' experience in either a composing-room or press-room; and above all, they must have that ambition to perfect themselves in their chosen trade, which is the foundation of lasting success, and without which time spent at the school would be wasted.

At the outset the number of pupils will be limited to ten. As the plan of instruction develops, and the resources of the Union warrant it, the number will be increased. The tuition fee is \$10 for the first term of fifteen weeks, two evenings per week (Monday and Thursday).

From time to time, gentlemen who have achieved success in their special branch of the trade will be invited to give an evening's talk before the school.

Blank applications, requiring a statement of proficiency and the recommendation of employer, will be mailed to

those who desire to enter the school. If more than ten applications are received, preference will be given to applicants having the best qualifications.

Write or apply to the Superintendent.

SAMUEL F. HUBBARD,
20 Parmenter St., Boston.

This is a beginning, though, to our mind, a school to teach all that pertains to a calling, through the hands of the members of which must pass all human knowledge, a calling that is at the same time a business, a trade, an art and a profession, should be as complete in appointments, in courses of study, in standards of scholarship required, in the qualifications and number of instructors, in time fixed to complete the course, and in the rigidity of examinations, as are now found in the best schools of medicine, surgery, dentistry, mining, engineering, or law. No one should be permitted to enter the calling who could not pass an examination and show sufficient knowledge and skill, and a proper moral character, to make him fit for the high vocation. One-half the money that has been lost in strikes, in fighting ignorant, irresponsible, labor-shirking, brutal unionism, in the last twenty years, would endow a hundred such colleges. Such training and requirements would add fifty per cent to the efficiency and wages of journeymen printers, and make the business, trade, art and profession fifty per cent more profitable to master printers or employers. It is skill, knowledge, intelligence, trained minds, hands and eyes, that win profit and success. Pauper, unskilled labor; dull, listless, shirking, dissatisfied, antagonistic, uninterested, careless workmen, are dear at any price, and bring worry, poor, costly, sloppy, inartistic, unprofitable products, loss and bankruptcy.

REAL ORGANIZER OF THE ROUGH RIDERS.

A Man Known and Honored by the Members of the N. E. A.

A recent issue of Leslie's Weekly gave an exceedingly entertaining account of the formation of the Rough Riders. The idea, which gave to Governor Roosevelt the opportunity of showing his splendid and equal dash and courage, and the like bravery and patriotism of the sons of wealth from New York, the metropolis of the Nation, and the sons of pioneers from the Western plains, was originated and inaugurated by that splendid representative of Western manhood, Col. Jay L. Torrey of Missouri and later of Wyoming. The editors from all sections of the United States who were present at the ever memorable convention of the National Editorial Association in St. Paul, Minnesota, will remember Col. Torrey with the feelings of pleasure and respect that his presence occasioned in the minds of all who were present on that occasion, especially during the delivery of his able and scholarly address in favor of a law that would enable honest, unfortunate debtors to exercise the right provided for in the Constitution of the United States of surrendering all their holdings, wiping the slate clean and commencing life anew, while all creditors would, as is just, receive without preference or the possibility of fraud or favoritism the proper pro rata share of the assets of the man who had been overtaken with calamity. He was then Judge Jay L. Torrey of St. Louis. He was invited to address the convention of delegates on motion of Editor Owen Scott, afterward Congressman from Illinois. President E. W. Stephens, in putting the motion, made one of those happy, forcible little speeches characteristic of him on all occasions.

President Stephens said:

"If there is a gentleman in the country who deserves the sympathy and support of manly men on account of his integrity, perseverance and iron qualities of manhood, it is the subject of this motion. Some seventeen years ago he was a student at Missouri University, and earned his way from day to day. Frequently he did work in my office between recitations. He went to St. Louis and by his ability and indomitable energy has worked his way to the head of the legal profession. I trust that the motion will prevail."

Of course the motion carried unanimously and the convention was treated to one of the most entertaining and instructive addresses in its history, for Judge Torrey was enthused with the subject. His intellectuality, his manly strength and bearing, his clear, strong style and earnest delivery were captivating. He made even the dry

subject of needed bankruptcy legislation entertaining and won the support of the Association by his evidently patriotic and unselfish work. He was in the end successful, after years of well directed effort before Congress, and the much desired legislation was secured. He was in Washington when it became evident that war between Spain and the United States was inevitable. He had been among the cattle ranches of Wyoming and knew the methods of the cowboys, their skill in horsemanship and marksmanship, their heroism and manliness. He at once proposed this afterward so famous organization of Rough Riders. His plans were adopted without amendment. He went West, formed a regiment and made it wonderfully efficient. Three regiments were organized, but the war ended so quickly that only the one, commanded by Capt., now Gen. Leonard Wood, and afterward by Col. Roosevelt, was permitted to share the glory of battle. Col. Torrey's regiment, however, exhibited the same spirit, the same ardor and patriotism, and deserves equal credit. The regiment was formed in two weeks by volunteers from Idaho, Utah, Nevada, Colorado and Wyoming. The drill of the regiment was as wonderful as was the formation. As related by a newspaper man of Colorado: "At daylight each morning, immediately after breakfast, the captains were drilled together for an hour as an awkward squad. At the end of the hour the bugle sounded assembly for drill; the captains went directly from the drill hall and assumed command of their several troops and taught them what they had just learned. At the end of another hour the officers returned immediately to the same hall and learned another movement, and at the end of that hour put in the next teaching that movement to their troops, so that officers only a day old commanded troops with confidence and ability."

Brig.-Gen. L. F. Hubbard of Red Wing, Minnesota, a man whose ability and integrity the editor of this paper has known from boyhood, commanding, in Florida, the Third Division of the Seventh Army Corps, gave his opinion of the regiment in these strong expressions: "I reviewed it carefully this morning. During my four years' service in the Civil War I saw many regiments of cavalry, but never one equal to this one. The manoeuvres were perfect in every detail and the horsemanship of the men was wonderful. I have only words of praise for the officers and men alike. It is an organization that will, if opportunity affords, do great credit to the volunteer army."

Mr. Walter B. Stevens, the writer of the article in Leslie's Weekly, well says, in speaking of Col. Torrey:

"A self-made man thought out the idea of the rough rider in war. No other could have done it. Self-reliance developed in the individual was the theory on which the regiment was built. Rough-riding in war meant far more than sitting tight on a bucking bronco. In the spring of 1898, when the pulse of the Nation was tingling over the Maine affair, Jay L. Torrey brought forth his conception of Rough Riders for the probable war. The idea met with the reception of a happy inspiration. It was welcomed by the administration and by Congress. As the author elaborated his theory its perfect applicability to the kind of war the United States would have to wage if Cuba should be invaded was recognized. There was no counter criticism. There was no amendment or amplification. The plan was complete as it came from the mind of this man. And who was the man? He was known to the National capital as a lawyer. Session after session he had been coming to Washington as a representative of the commercial interests of the country. His mission was to interest Congress to the point of enactment of a bankruptcy law. It had succeeded. The system was receiving the finishing touches. The final steps in the routine of this legislation were being taken when the Nation was getting its mind made up to war, and when Torrey, with the perfected law in sight, brought forward his proposition for a Rough-Rider regiment. From author of the most notable commercial legislation of the present generation to founder of the rough riders in war, seems like a great transition. So it might have been for many. With Torrey it was easy and natural. Massachusetts stock, Illinois birth, Missouri education, and Wyoming life made Jay Linn Torrey. The blood of New England, the training of the Mississippi valley, and the stimulating freedom of the Rocky Mountains produced an American capable in a high and varied degree. If the war lasts Torrey will either be killed or known from one end of the country to the other, was written of him by a close acquaintance."



CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

The Webster City Tribune says: "It is predicted by the best informed publishers that the dollar country weekly will have passed away before 1902 rolls around." The Manchester Press comments: "Don't you think it! There will always be a few suckers who think they can override all business experience in the line of newspaper publishing and succeed in doing what hundreds of men have failed to do."

* * *

The Clarksville, Tenn., Chronicle has adopted the following plan for handling, increasing and collecting subscriptions to the Daily Leaf Chronicle:

The carriers buy all papers from the Leaf Chronicle office, and sell them on their own account to subscribers. They will collect weekly, and make weekly settlements in the office for all papers taken out.

1. This plan is better for the reader. The carrier is made directly responsible to the subscriber for the delivery of the paper, and knowing that prompt and effective service only can hold his subscriber, he will be more energetic in his efforts to get the paper there in right condition at the right time.

2. It will be better for the carrier. He will make a commission upon what he does, instead of drawing a stipulated salary as heretofore. If he "hustles" (and he will) he has a chance to make doubly more than under the old plan. We have a bright corps of carriers, and bespeak for them the hearty coöperation of the public in this effort to do business on their own account.

3. It will be better for the paper. Under the old plan we have had a great deal of clerical work to do in keeping track of subscription accounts. This will all be done away with, enabling us to devote more time to getting out a better paper than before.

* * *

SYSTEM IN HANDLING CIRCULATION.

Mr. F. R. Gilson of Benton Harbor, Michigan, editor and publisher of The Palladium, who has one of the most successful evening papers of his State, favors us this month with the blanks showing the manner in which he keeps perfect check on his city delivery and circulation. These blanks largely explain themselves.

No. 1 is delivered to the carrier on the route where resides a new subscriber, before the first delivery after the subscription is taken. The return at the bottom of the

THE DAILY PALLADIUM.

NOTICE TO CARRIER.

Route _____

Leave Daily until further notice for _____

No. _____

Street _____

1900. _____

SUBSCRIBER'S REPORT.

The Daily Palladium was properly left as per above directions on the above date.

No. 1. _____

blank shows that the subscriber has been found, that the directions on the subscription record book from which the

notice to the carrier has been filled is correct and the entry is so checked and the blank filed away.

No. 2 instructs the carrier to stop the paper until further notice and needs no further entry or notice, as the name

THE DAILY PALLADIUM.

To Route _____

STOP

DAILY UNTIL FURTHER NOTICE FOR _____

This Date _____

1900. _____

No. 2. _____

has been taken from the list at the time of filling out the blank.

No. 3, the carrier's daily report, naturally follows in order to No. 2. In addition to acting as a check on the carriers, as noted in Mr. Gilson's explanation below, it seems that this report might be used to stimulate circulators in efforts to add

CARRIER'S DAILY REPORT.

ROUTE _____

I have received notice of new subscribers this date as follows _____

I have notice to stop the following _____

Carrier. _____

No. 3. _____

daily to the list of subscribers on their respective routes. It gives an opportunity for constant comparison between carriers, and a rivalry through prizes might be awakened to see who would turn in the best reports for each month, showing the most new subscribers and the fewest number of those who discontinue.

No. 4 is delivered to the carrier when complaint has been made that a paper has not been received. The carrier

Route _____

YOU MISSED

— HOW IS IT? —

1900. _____

No. 4. _____

is required to look the matter up and report the reason of the error.

No. 5 is a record of circulation by routes, including delivery to news dealers, sent by mail and extras. The filling out and checking up of this blank after the papers

are counted for each route guards against errors. The entries show at a glance, when compared with the blanks

The Daily Palladium.

RECORD OF CIRCULATION.

For _____ 1900.

Route A	
" B	
" C	
Lowe & W	
Bird	
Bell & Co.	
Extra	
TOTAL	

No. 5.

of previous days and weeks, the condition of each and whether there is any falling off in any particular route that needs attention.

No. 6 is simply a separate receipt to be delivered to such subscriber as may desire one.

No. 7 is a perpetual receipt by weeks for a year or is made so by the cancellation from week to week of each

Benton Harbor, Mich., _____ 1900.

Received of _____

For the DAILY PALLADIUM to _____ 1900.

Route _____ Carrier.

No. 6.

number. If a subscriber wishes to pay for a month or more, all that is necessary is cancel the dates for the month or three months. It may happen that there is difficulty in making change. If so, the subscriber might be willing to have one or two weeks cancelled ahead, although usually paying by the week. Mr. Gilson writes that after long experience he has found the system almost perfect. It seems that there could be little left to supply, yet it is

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 8 15 22 29	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30

Received of

TEN CENTS for each cancelled week in payment for

THE DAILY PALLADIUM.

F. R. GILSON, PROPRIETOR.

BENTON HARBOR, MICH.

Route _____

EXPLANATION—The Carrier will punch out a week for each TEN CENTS paid by the subscriber, in the presence of the person making the payment. The last cancelled date is the time to which the subscription is paid.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
6 13 20 27	3 10 17 24	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30

No. 7.

said that there is always room for improvement and we hope that other subscribers will favor the National Printer-Journalist with their methods with suggestions and experiences on any points with regard to circulation of newspapers that they may deem important. Remember always that one never loses by helping others to valuable knowl-

edge. One idea, suggestion or plan will often bring back a score of others that may contain something a hundred-fold more valuable than time taken to impart the information. In the newspaper making business at least there is nothing truer than that giving is receiving—imparting knowledge and experience bring quick returns.

Mr. Gilson writes:

Benton Harbor, Mich., April 23, 1900.

Editor National Printer-Journalist: In reply to your inquiry I enclose herewith a set of blanks which illustrate our method of handling the daily by carrier. When we receive a name we give the boy notice on blank marked 1, which he takes with him the first night and secures the subscriber's receipt on bottom and we file it away to serve in case of dispute as to time of subscription and as a check on the boy, who has just the right number of papers counted out to him each night. He receives notice No. 2 in case of stop, and accounts for all notices received each night on blank 3, which is another check on him. On receiving complaint we use No. 4, and only a few of these are necessary to secure a change of boys, which serves to maintain efficiency. In the office we keep blank 5, corrected daily after other slips are all made out. In collections the boy uses blank 7, printed on an ordinary tag, and he carries a block of No. 6 blanks for those who insist on a receipt, which is rare. The only other records necessary to complete the system are a set of ordinary ledger index books, one for each route, which are ruled by the book-keeper like a time book, in which each week the credits are given from the cards and the cards punched if any payments have been made in the office. A check mark is made on the card (in red ink, as a check against the boys making these check marks themselves). This checking up requires very little time. In addition we require each boy to furnish us a list of names to whom he delivers, and these are checked up with the book, preferably once a week. I regard ours the most complete and easiest, simplest and safest plan I have ever tried. We have used it successfully for several years.

Yours very truly,

F. R. Gilson.

MAX O'RELL ON A SERIOUS EVIL.

Here is a cutting taken from The Writer, which is worth repeating:

Max O'Rell calls attention to a serious evil when he says: "An American newspaper is like a shop window where each article is labeled in loud letters, black and sometimes red, to attract the attention and tickle the eyes of the passerby. The appearance of the American papers is spoiled by all these gigantic headlines, as the whole of this great continent is disfigured by the advertisements for soap and liver pills." Headlines are indispensable aids to hurried readers in these days of cyclopedic journalism, but they ought to be the index to the reading matter underneath them, rather than catchy and flippant advertisements to attract readers to matter that they would ordinarily neglect. "The Americans are the busiest people on the face of the earth," Max O'Rell continues. "Every day what they want is to learn in a few minutes what is going on, and headlines help them to choose quickly what they want in that endless menu which is served to them every morning; but I object to the restoration of the health of the President being recorded under the heading, 'Bill's All Right.'" Flippancy and lack of proportion are the worst features of headlines in the American newspapers of to-day. Headlines are written not to explain the news to readers, but to attract readers to what the papers print as news. To accomplish this end poster type and colored inks are used, and as a screaming headline is demanded whether there is any real news or not, worthless items are "headed up" beyond all reason. Theoretically the size of a headline should vary according to the importance of the article beneath it, and a headline should always be written, primarily, to summarize the news, and not to arouse interest in it. So long as newspapers are run chiefly from the counting-room, however, reform in headline-writing will probably continue to be an iridescent dream.

* * *

The Furniture Index, issued at Jamestown, N. Y., in March, June, September and December, is a new venture in the interests of the furniture industry. The subscription price is 50 cents a year. The first number has a healthy appearance, and the indications point to a marked success. The March issue contained a number of excellent half-tones which could have been greatly improved if more time and care had been bestowed on the presswork.

* * *

The printers of the Ohio Penitentiary News presented a set of resolutions, printed in three colors and nicely framed, to Warden and Mrs. Coffin on the occasion of their leaving that institution recently.



By Charles H. Cochrane, New York.

The study of nearly two hundred designs of composition on the same job is most edifying and instructive, and was afforded to every visitor at the recent Printing Exposition of Number Six in New York, who chose to stop at the display stand where the results of the job printing contest were shown. Every sort and style of display was there, and yet over all there was a degree of sameness in certain things that marked the prevailing style, and which would

Had a sample job been submitted as copy, I venture the assertion that whatever style it possessed would have been more or less reproduced in nineteen out of twenty of the subsequent compositions, so prone are we all to be biased unconsciously by the style of the copy. Where it is desired to leave a compositor free and untrammelled, so as to have the full exercise of his ability to arrange type in a manner agreeable to the eye, the only way is to furnish

**AMERICA'S
FIRST
GREAT**



**Printing
Exposition**

Will be held during
May, 1900, at the
Grand Central Palace,
New York, by

**Typographical Union
No. 6,**

To celebrate the occasion
of its Semi-Centennial.

Embracing all the
trades connected with
the Art Preservative
of Arts—

Letter-Press
Printing,
Engraving,
Electrotyping,
Stereotyping,
Binding,
Lithography.

THE
PRICE OF
ADMISSION WILL BE

25c.

All those interested
in the art of printing
should attend.

IT will be an exposition for the makers of machines and the users thereof; the labor and capital of the printing industry; the writer, the typesetter, the electrotypist, the engraver, the printer, the lithographer, the binder, the publisher, the retailer, the wholesaler, and the reader

THIS EXHIBIT WILL BE THE GREATEST OF ITS KIND EVER HELD

FIRST PRIZE.—Wm. M. Steith, Textile Publishing Co., New York.

IT will be an exposition for the makers of machines and the users thereof; the labor and capital of the printing industry; the writer, the typesetter, the electrotypist, the engraver, the printer, the lithographer, the binder, the publisher, the retailer, the wholesaler, and the reader.

Will be held
during May
1900 • • • •

**America's First
Great**

Printing Exposition

By **Typographical Union
No. 6**

To Celebrate the Occasion of its Semi-Centennial.

**At the Grand
Central Palace
New York • •**

Embracing all the trades connected with the Art Preservative of Arts—Letter-press Printing, Engraving, Electrotyping, Stereotyping, Binding, and Lithography, • • • • • All those interested in the art of printing should attend. • • This exhibit will be the greatest of its kind ever held. The price of admission will be 25c.

SECOND PRIZE.—A. M. Stoltey, Osborne Company, Newark, N. J.

enable a well-informed printer of the year 2000 to place the date of the productions with a close approach to accuracy. There was a marked tendency to the use of heavy rules, of the variety commonly known as "turned," to set off and divide or block certain portions of the text. The two prize winning designs were both fine specimens of rule work, though not employing as heavy rules as many of the samples shown. Fully a hundred of the jobs submitted were above the average of commercial work, and yet they varied so widely that they served to show how almost numberless are the ways in which type can be arranged with good effect. The copy having been furnished in a manner that did not suggest anything to the compositor, left each man's mind free to design his work wholly from the ground upward.

him copy that is written absolutely as plain matter, without a hint of break, display or arrangement.

* * *

The job printers of the country are as much behind the newspaper people in the matter of advertising as the Chinese are behind the American nation in civilization. Just about one in a hundred of the proprietors of job offices does advertising in a business-like way, or has any appreciation of the fact that the job printer can make as much money by producing advertising as can the newspaper printer. In city after city and town after town the local authorities have passed regulations against the giving out of handbills on the streets, such legislation being prompted by the newspapers, and seldom a job

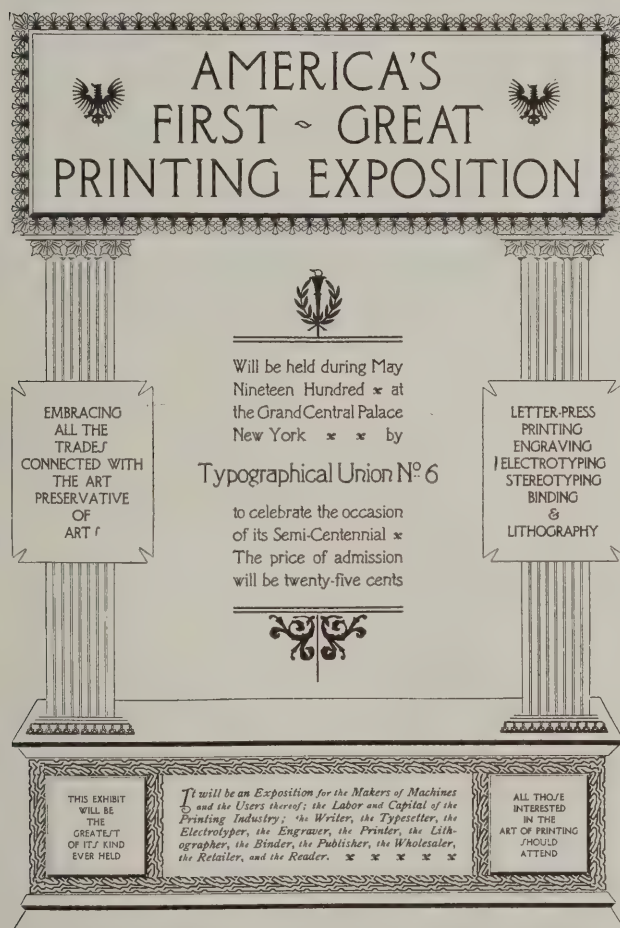
printer has had the energy to stir up his brethren and make a big kick. Had the job printers in such places been half way alive to their own interests they would have stopped such action, by banding together to do a little political work. The job printer who understands advertising does not sit in his shop and wait for trade; often he does not care for the kind of trade that drops in shopping. He is looking for a good margin for profit, and he sees that by working the advertising end he can make more profit on one job than he can on ten jobs of the ordinary competitive kind. There is a printer in Buffalo who has the science of advertising job printing thoroughly developed. He issues regularly, to the people whom he desires for customers, a publication called the Art Ad Age, which he fills full of points attractive to the business man, and ads of his own that must be business bringers.

In this paper Mr. Wright calls attention to the advantages of street car advertising, and that he prints attractive announcements for such purposes. The publication is brimful of hints to the merchant as to how to advertise in ways that involve work for the job printer. While our news-

printery, the Lotus Press, is unquestionably one of the most profitable in the country. It does not rank as a large job office, but as one that caters to the demand for small work of the best class, and which makes a handsome profit on every job, at the same time that it gives the customer a chance to make a handsome profit, by putting some additional brains and brilliancy into his work. Every printer who wants to learn the Nathan way of making money, should buy the book, and from an examination of the advance sheets I should say that no printer could read it without profit.

* * *

This is the time of year when the employing job printer should collect up his bills against customers as closely as possible. The reason why it is more important now than at any other time of year is that during the vacation so many firms spend more money than they earn, and that bills not paid before they go off on holiday excursions are very apt to lie over until about November, when the influx of fall trade gives them the cash to square accounts. Those people who push collections in the early summer

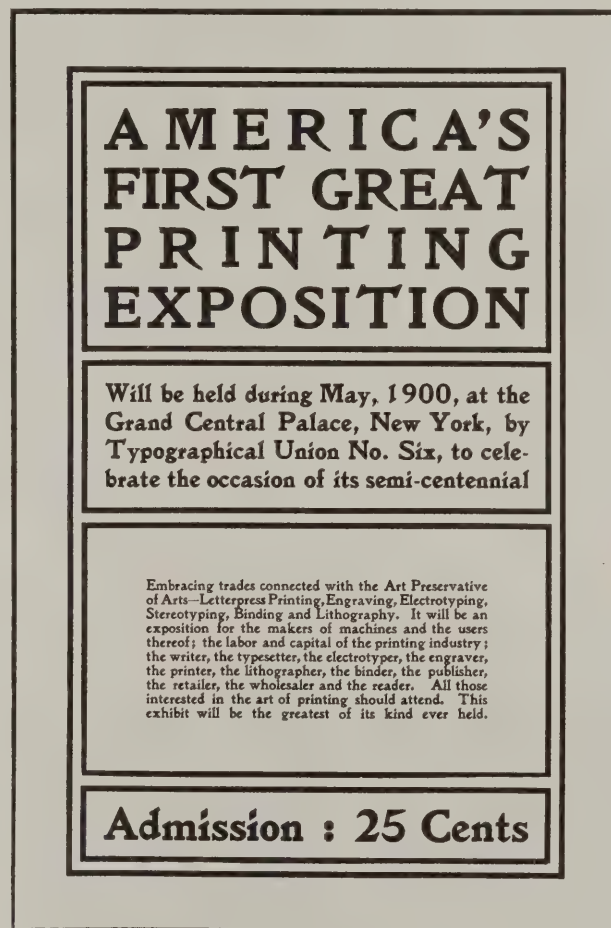


Henry Desaix, New York.

paper friends naturally think that there is but one means of advertising—in their columns—yet it is true that some form of printed matter, mailed direct to the parties whose custom is desired, is always apt to bring trade when carried out with judgment. In a large city this form of advertising is almost the only profitable kind open to small houses, whose facilities or location will not warrant advertising on a large scale. When job printers learn to push the merchants of their vicinity to take their sort of advertising, with the same amount of vim and directness that newspapers do, then there will be a vastly greater amount of job printing, and increased work for Uncle Sam's mail carriers.

* * *

Paul Nathan of New York has written a book on "How to Make Money in the Printing Business." Mr. Nathan certainly has a right to speak under that title, for his



James A. Thom, New York.

will be paid first. If this affects you, reader, see to it that you are among the first to hustle for payment on your bills. Do not be afraid of driving away custom by dunning for the pay, as custom that demands too much credit is not worth much and if it goes to your competitors they may be so busy on slow pay work in the good season that the quick pay work may gravitate to your place.

* * *

How many job printers there are who will agree with me in criticising the critics of job printing specimens as too dictatorial and too certain that their criticisms are right. There is nothing more various than taste, and I, probably in common with many others, have at times seen jobs reproduced and criticised, which I thought were better as printed than they would be with the changes suggested by the critic. We do not all like the same things in type display, and a fashion does not make a thing good or bad

artistically. For instance, the writer does not admire a great deal of the work now executed that is spaced between the letters so that every line is full, securing novel effect by eliminating all blank space. I feel that in the average job of this character one element of beauty is lost, meaning that element which comes from contrast of printed lines with white space, and that balance which is secured by varying length of lines. In this my taste varies from that of others, for it is a style that is manifestly popular, and will have a run. I have no more right to criticise it and call it ugly and bad form than have the critics of job specimens a right to tear to pieces work that others may consider correct. It is simply a question of my individual taste as opposed to some other one's taste. If the critics would more often intersperse their comments with such phrases as "in my opinion," "it seems to me," "some would object to," etc., they would be more fair to the producers of the jobs in question, and their own judgment would not be so open to criticism by the reader who thinks that he also knows something of what is good display.

PRINTERS' & EXPOSITION.

**Art Preservative of Arts at Grand Central Palace,
New York City.**

The formal opening of the Printers' Exposition at the Central Palace in New York took place May 2. The exercises were conducted by Hon. John W. Keller. The exhibition, aside from what might be accomplished thereby for the advancement of the art through the showing and comparison of specimens of work and of improved machinery, was intended to replenish the treasury of the charities of Typographical Union No. 6. These objects were both highly commendable. We give herewith illustrations showing eight of the leading exhibits, and these convey a very good idea of the whole. Typesetting machinery attracted a good deal of attention, probably in being more modern in practical perfection than any others. We have so frequently or so recently described the Simplex of the Unotype Manufacturing Company and the Linotype of the Mergenthaler Linotype Company, that an extended account here is not necessary. Both of these machines have been frequently shown in different sections of the country.

THE LINOTYPE.

The Mergenthaler Linotype, as usual, attracted much favorable attention. The machine on exhibition was operated by a lady who readily produced matter at the rate



Exhibit of the Mergenthaler Linotype Company.

of six and seven thousand ems per hour. It was fitted with two-letter matrices, producing italics and small caps in connection with the body matter without delay, the change from one face to another being effected by the movement of

a switch-key. It was also provided with the universally adjustable mold, allowing the slugs to be varied in measure and in thickness at the will of the operator.

It is interesting to note that the Linotype Company is now producing some sixty faces, in great variety, for book and newspaper publishers; and that either one of these faces may be produced at will from one and the same machine.

This machine, as most if not all our readers know, is called the Linotype because it produces a line o'type in one piece. These lines or slugs, each bearing properly spaced



Exhibit of the American Type Founders Company and Unotype Company.

the words to print a line, do away with ordinary type, and with composition and distribution.

The machine is operated by a keyboard like a typewriter, and is fully automatic. The lines after being once used are re-melted, and the metal cast into new lines.

The machine contains a series of brass female type, called matrices, a mold and a reservoir of type metal kept molten by gas flame.

The matrices selected by the keys are assembled in line and presented with suitable spaces to the mold, and the latter filled with molten metal against the matrices which form the letters on the edge of the resulting slug or linotype.

The matrices are automatically distributed, and again rearranged for new lines for producing the characters on the edge of the slugs or linotypes.

A machine, with one operator, produces as much type matter as four or five hand compositors can set. From the one keyboard, roman, italics and small caps are set.

The machine may be instantly changed to produce faces of various styles from agate to small pica.

It produces new type faces for each issue. Over eight thousand machines are in use. All the leading newspapers and many book and job offices use them. Each machine produces sixty different faces.

THE SIMPLEX.

The Unotype Co., with main office at 150 Nassau street, New York, branch at 200 Monroe street, Chicago, Ill., and factory at Manchester, Conn., exhibited the Simplex One-Man Type Setter, a simple, effective, economical machine for setting and distributing foundry type. It is now in use in twenty-four states, in all sorts of offices, dailies, semi-weeklies, weeklies, trade publications, literary and class papers and magazines, and book offices, using English, Polish, German, Bohemian, Norwegian and other languages. By it the finest typographical results are secured at a fraction of the cost of hand composition. Aluminum alloy type is used on the Simplex Machine, which is twenty-two per cent lighter than ordinary type, very much harder and stronger, ensuring more than twice the life and wear. The working of the machine on exhibition was simple and easy and did the work with ease and accuracy. It gave entire satisfaction and met with highest commendation. It can be operated by one person or if greater speed is desired two can be em-

ployed. The Brockway Company of Watertown, New York, gave very high testimony from experience, saying:

"We are averaging about 46,000 ems solid brevier per day of eight hours, using two people on each machine, and figure the cost of the composition about twelve cents per thousand. One of the teams has reached as high as 54,000 in eight hours. We certainly would recommend it for any office situated as we are. It is certainly very easily managed, much more so than we expected."

Among the leading points claimed for the machine are:

First—Its simplicity, being readily understood and operated by any ordinary compositor or typewriter without the aid of an expert.

Second—It is as easily operated as a typewriter and many an editor is able to write his copy right on the machine, so that when the article is completed it is all ready in type.

Third—One compositor can do the work of three or four and in a rush two can go on the machine and do the work of six or eight.

Fourth—The proofs are corrected from the case, so that the machine can be kept in operation while these corrections are being made, at the busiest time of the day.

Fifth—Its price is comparatively low and the expense of maintaining small.

There are other points, but these with what has heretofore been said in connection with this machine, will readily occur to the reader. The machine is shown as it appears in operation in connection with the exhibit of the American Type Foundry Co.

AMERICAN TYPE FOUNDERS COMPANY'S EXHIBIT.

The illustration shows pretty well the extent of this exhibit, covering machinery as well as type, presses, cabinets, stands, paper cutters, paper box machinery, etc. The gentlemen shown in the illustration seem of the industrious sort and there is little doubt but that the work in hand came out in the highest style of the art and with great expedition by the use of self-spacing type of the most popular bars.

THE J. L. MORRISON CO. OF 60 DUANE ST. NEW YORK.

Made a very attractive display of wire stitchers. "Perfection" Wire Stitchers are not unknown to our readers and stood out with due and proper prominence in the Grand Central Palace. The Mercantile Financial Times of New York, Philadelphia and Boston, in speaking of this exhibit in its issue of May 19, said:

"In this age of machinery and labor-saving devices in various industrial and trade fields, the developments in

attention at this show are the 'Perfection' wire stitching machines, the well named productions of The J. L. Morrison Company, of New York, London and Toronto.

"These machines are veritably perfect, and all doubt of their superiority is dispelled by an inspection of their work and by consideration of the extensive sale throughout the world commanded by them.

"The 'Perfection' wire stitching machines are made in eight different styles, with various capacities. Of the machines shown in this exhibit, No. 2 has a capacity of two sheets to three-eighths of an inch, No. 4 of two sheets to half an inch, No. 6 of two sheets to seven-eighths of an inch, and No. 12 of one-quarter to one and a half inches thickness. They have every modern improvement, with many special patented features entirely their own—an improved spring roll wire feed, wire cutting devices, and staple supporter having a backward motion. They are simple, noiseless and possessed of exceptional speed."

THE EMPIRE COMPOSING MACHINE AND AUTOMATIC JUSTIFIER.

The exhibit made by the Empire Machine Corporation of 203 Broadway, N. Y., was of especial interest by reason of the known care that has been taken and the highest possible mechanical skill that has been employed in perfecting their Composing Machine and the developing of a perfect Automatic Justifier. It takes capital, brains, skill, practical tests and time to develop anything that will prove of permanent value and stand up to every day use, meeting every requirement on all kinds of work, day after day, month after month, and year after year. These the managers and directors of the Empire Machine Corporation have employed without stint.

The Empire Composing Machine and Automatic Justifier uses ordinary foundry types and spaces. Only one operator is required to manipulate the keys, the touch of which is light. The types are contained in three "cases," each having twenty-eight type channels—making eighty-four in all. These cases may be quickly changed, when empty, for filled cases. A series of type ejectors, actuated by compressed air, serve to eject the lowermost type in a channel whenever its corresponding key is struck. The types, when ejected from the channels, drop down by gravity foot foremost along a glass-covered "front plate," being assembled in a "line holder." Temporary wedge spacing devices are automatically inserted between the words as the line is set up. When a line is set as nearly full as possible, the operator touches a "line key," which brings into position another line-holder and sets in action simple mechanism which removes the temporary spacing devices, and selects and inserts in lieu thereof ordinary spaces of the proper thickness to accurately space out the line, and then transfers the line to a galley. These operations are entirely automatic, requiring no attention whatever from the operator, who proceeds continuously with the composition.

The Empire Distributing Machine is entirely automatic. The type is placed in a galley from which it is mechanically fed, letter by letter, until all are distributed, into the proper compartments of the three cases ready for use in the composing machines.

The automatic justification of movable types has been the great desideratum sought after for years by all inventors of type setting machines. This has been reached and the work is accomplished through the Empire Justifier. To this attainment changes, after study and experiments, have been found necessary and have been made with consummate skill and the use of the highest order of inventive genius. Instead of being brought into the race, as in the early Empire Machines, the type is now brought into a line-holder, set to the exact measure desired, then tapered spaces are used temporarily in the composition and are brought into position by touching a lever. These space bars are graded with mathematical exactness to 2, 3, 4, 5, 6 and 7 units of an em quad in which there are 8 units. The operator is warned by the ringing of a bell to divide or complete the word he may be forming or to add another. This done, he touches a lever near his right hand, which sets in motion a device by which the space bars are driven forward until the line is expanded to the length required. The line in the holder with the temporary space-bars, then advances to the space selecting or justifying machine. This is a brass bed-plate, in which there are six divisions, which hold the 2, 3, 4, 5, 6 and 7 unit spaces corresponding



The J. L. Morrison Company's exhibit of Wire Stitchers.

printing and book binding have well kept pace with every other field. The improvements in this line that are really marvellous in their completeness and value are well being demonstrated to the trade and the general public at the Printing Exposition now being held in this city.

"Foremost among the devices that are attracting special

with the "tapers" on the space-bars. For a considerable distance these spaces stand at right angles with the line of type, but near the operating end, a gentle curve brings them parallel with the type. There is always one space ready for operation, and a neighbor waiting to take its place. The divisions are fed easily from the distributing machine.

The justification is superior to the best hand work, because it is done at one point. The pressure on the space-

book matter by an expert team was 305,000 ems in one week's work of forty-five hours, and 75,200 ems in one day's work of nine hours.

Fourth, the machines are simple and easily understood.

Fifth, the type at no point of operation strikes on its "face" and the wear and breaking of type and its loss or injury by dropping or otherwise are said to be less than in hand composition.

Sixth, the type can be set solid, leaded or slugged.

Seventh, the type can be used in regular cases, if desired during a rush.

Eighth, regular type is used and uniform, clean-cut, even impressions of line, letter and word are secured in the printing, without blur, irregularity or defect.

Ninth, perfect results on large daily newspapers, printed on dampened paper and tympon sheets, as well as in other printing, entirely without the supervision of machinists.

Tenth, facility in the correction of proofs, all proofs being corrected by one person at a regular case without disturbing the machine or operator in any way.

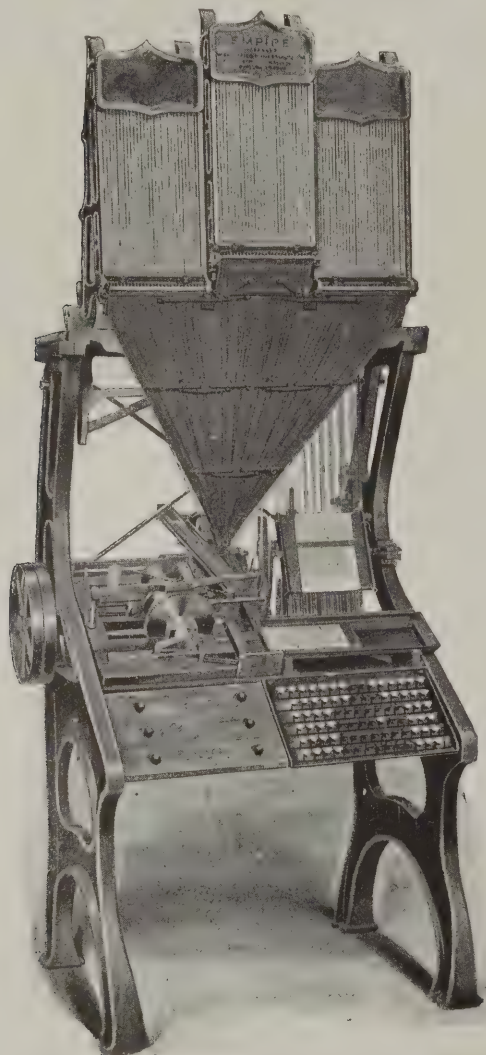
Eleventh, perfect evenness in spacing, especially adapting the machine to fine book work.

Twelfth, no limit to the length of lines that can be set. One of the recent improvements helping in the ease and the rapidity with which the matter can be set is a new keyboard so aided by the use of compressed air as to make the touch required in operating so light as to take scarcely any muscular force or exertion.

NEW YORK JOURNAL AND R. HOE & CO.

The combined exhibits of that enterprising daily, the New York Journal, and R. Hoe & Co., made one of the interesting features of the show. As a practical lesson in newspaper making, the New York Journal printed a daily newspaper on the main floor of the Exposition building. This newspaper was distributed free to visitors. It consisted of four full sized pages and was printed in two colors. While only a miniature paper, when compared to the Journal's great Sunday editions of 100 pages, it contained all the news up to the hour of its going to press and proved additionally interesting as a souvenir of the exposition.

The R. Hoe & Co. showed the progress in proof and other presses from the fifteenth to the twentieth century; an old wooden frame hand press shown was made in England by the same manufacturer who constructed the press upon which Benjamin Franklin worked, and in contrast, the Twentieth Century Steam Proof Press, which



The Empire Typesetter and Automatic Justifier.

bars is uniform, and just sufficient to keep the line properly justified. The spaces are not deflected in the least.

The rapidity of the action of the justifier is something wonderful, and the type, the space bars, the spaces and the holder, in action, seem to be sentient and endowed with the power and quickness of thought. They are a revelation of the intelligence, of the brain power that has been put into their construction—mind acting through nicely adjusted mechanism free from the retarding influences of weak or tired muscles or unsteady nerves, from distracting surroundings, roaming thoughts or hesitating decision or defective will power.

The points of excellence claimed are many. First, adaptation to all kinds and classes of work, setting italic, French, Spanish or other accented letters, the same as plain type and of any desired measures. Any full-face, small-caps or italic type can be run into the matter. Second, in never having to distribute the type in advance to keep the cases full, the Distributing Machine distributing at the rate of eight thousand ems an hour.

Third, no limit to the output except the ability and endurance of the operator. The record made on straight



New York Journal and R. Hoe & Company.

inks the type, cuts off the paper automatically to suit the length of the matter in the galley, which may vary from one to twenty-three inches in length, and deposits 1,200 perfect proofs an hour into a delivery box. The operator can stop and start the press at will, by throwing a lever, when he has enough proofs. Another interesting exhibit was their Two-Color Stop Cylinder Press, designed to produce the finest kind of color work, printing two colors at a

time. The New York Journal operated this press and printed the four-page paper upon it, in colors, at the rate of 3,000 copies per hour.

A most appropriate exhibit, standing out distinct in our illustration, was the life sized statue of John Gutenberg, being the original plaster cast from which the bronze statue over the door of R. Hoe & Co.'s works in Grand street was made. An exhibition illustrative of the art of printing would not be complete without some reference to this man, to whom is accredited by almost universal consent the invention of printing from movable type. The present exhibition was all the more notable because it took place upon what is esteemed the 500th anniversary of Gutenberg's birthday, in honor of which a jubilee is held this year in the city of Mayence, he having been born according to tradition in the year 1400 at Mayence (Mainz or Mentz).

F. A. RINGLER CO., ENGRAVERS AND ELECTROTYPERS.

As can well be imagined from our illustration this was the art gem of the whole exposition. The office of the company is—in the display of all that is rich and perfect in art—a gallery of more completeness and beauty than can be found elsewhere in the engraving lines anywhere else in the United States and much of



Exhibit of F. A. Ringler Co.

all this was shown in the Grand Central Palace. There were plates for color printing; steel facing of some of the plates, which is done to make the face extra hard for the purpose of printing large editions; iron type or printing on wood, or any hard material; embossing plates for paper and leather embossing; photo-gravure (intaglio) plates, copied from oil paintings, wash drawings, etc., for fine art printing ornamental electrotyping and the plating in various colors of metals for decorating all kinds of furniture. Electrotyping was shown on almost every conceivable thing, on glass bottles, glasses, leather, etc. One object that attracted greatly was electro coated baby's shoes. The idea being to preserve "baby's first shoes." An extremely complete and attractive collection of color printings was shown.

THE F. WESEL MANUFACTURING CO.

One of the most elaborate and best arranged exhibits was that of the F. Wesel Manufacturing Co., of 82 and 84 Fulton street, New York City. There were shown in most orderly and artistic arrangement, of which our illustration though very pleasing and as perfect as would have been obtained, gives but a faint idea:

Self-Inking Proof Presses printing from web and flat papers. Patent Iron Grooved Stereotype Blocks, showing plates in various positions. Linotype Saw Table, with electric motor, showing slot cutting attachment. Radial Arm Routing Machine with direct-connected Lundell motors. Combination Saw and Trimmer with electric motor. Daniel's Planer with direct-connected electric motor. Steam Drying Table, with Wesel Gas Heated Steam Generator.

Cold Process Stereotyping Outfit, with Hand Matrix Rolling Machine and Improved Automatic Casting Boxes. Automatic Casting Boxes, showing various styles of covers. Printer's Cabinet in Oak, with Iron Imposing Surface. Collection of



F. Wesel Manufacturing Co.

Printer's Tools and Printing Materials. Richard's Engraver's Ruling Machine for Cutting Circles, Ovals, Wave Lines, Perspective Tints and Differential Wave Lines. Lightning Job Printing Press. Brehmer Wire Stitching Machine. Collection of Wrought Iron Chases, welded by the Electric Welding Process. Trimmer with direct-connected Lundell electric motor.

THE DEXTER FOLDER CO.

Showed great taste in the arrangement of their exhibit and the effect was very pleasing. Still figures in an illustration can give little idea of machines in motion carrying on the work for which designed like being of life and intelligence. The exhibit consisted of Dexter Rapid Drop Roll Jobbing Book Folder, equipped with mechanical automatic pointing attachments, perforators, and all their latest im-



The Dexter Folder and Feeder Exhibit.

provements—Dexter Automatic Paper Feeding Machine attached to the Jobbing Book Folder—Rapid Upright Circular Folder. All of these machines were equipped with Lundell motors, and were in operation at all times when desired. The main office and factory of the Dexter Folder Co. is at Pearl River, N. Y. Office, 127 Duane street, New York City.

THE CENTURY PRESS.

The Campbell Printing Press and Manufacturing Co. of No. 1 Madison avenue, New York, with factory at Plainfield, N. J., exhibited two "Century" presses, one of the pony

size, and a large machine, in full printing operation. These machines were equipped with all modern devices, including the new printed-side-up delivery. A novel way of driving



The Campbell Printing Press & Manufacturing Co.

electrically was shown. The exhibit was in charge of Mr. Weber.

MISCELLANEOUS.

The Brown Folder Co. showed one of their folders. An old Ramage press one hundred and fifty years old found in the government exhibit was something of a curiosity, but seemed young in comparison with an engraving in the Chinese printing exhibit 2,400 years old.

The exhibit of stamps, money and cigar labels by the United States Treasury Department proved quite interesting.

There was an attractive stationery exhibit under the direction of Richard Ennis, assisted by George A. Olney.

The specimens of printing showed in the contest for prizes were very creditable and four of these are reproduced and shown in our job printing department this month.

The Harris Automatic Press Co. of Niles, Ohio, made a fine showing of their wonderful automatic printing machines.

J. M. Huhn had a fine display of dry colors and inks and a rich and attractive sample of color printing in their inks.

The old Bradford hand press used by the first printer in New York proved an interesting relic of days that have passed.

The Seybold Machine Co., in their Seybold Duplex Trimmer and Label Cutter, showed machinery strictly up to date and of great excellence as to construction and adaptability.

There is little satisfaction, however, in merely enumerating exhibits than can not be described.

The exposition, while creditable, was not as complete as it might have been, but being the first, the next will probably be larger, more complete and better patronized. The fact exists that the average man prefers much more to be amused outside of his regular calling than to be instructed, informed or improved therein. There are always some, however, who are reached and stimulated to greater zeal and effort. Special expositions of any trade, while nearly always discouraging from points of attendance and interest shown, still have their uses and need to be persisted in until they become a habit.

BARNHART BROS. & SPINDLER SPREAD OUT.

Barnhart Bros. & Spindler have established a branch in Washington, D. C., which will be known as the Southern Printers' Supply Company. They have appointed W. Seton Kent as manager. Mr. Kent is well and favorably known to the printing craft of the Atlantic Coast, having represented the above firm for years in that section. A complete line of every kind of type, machinery and material will be carried by the Washington branch.

MEETING OF THE ASSOCIATED PRESS.

On May 16 there met in Chicago the greatest, wealthiest and the most far-reaching organization of individual newspaper publishers in the world. It is also the greatest news-gathering organization of the world. The newspaper as the carrier of the news, the relater of facts, of the truths that are eternal, leads all other agencies as an educator, and in this view the Associated Press is the greatest organization of individual educators and theirs the greatest educational force in the world, for the newspapers represented in and served by this organization carry knowledge to more people a hundred times over than do any and all other agencies combined. The Association is composed of six hundred large dailies and serves the news every day to twenty-five hundred other dailies. The combined circulation of these papers at a reasonable estimate may be placed at over eight million copies a day. Nearly six thousand miles of telegraph wires are leased direct by the Associated Press to expedite the transmission of news gathered by its many agencies. The telegraph service of the whole world is put into requisition when occasion requires. One hundred and twenty papers receive as high as fifty thousand words a day. The Times-Herald of May 15th said:

"Circuits have been made up extending from New York to San Francisco and from Chicago to New Orleans. These circuits spanned the continent from the Atlantic to the Pacific and from the lakes to the gulf. Then with one sending news was transmitted from New York to the Pacific coast and to the lakes and gulf. In this performance six thousand miles of wire were used as one continuous line, and one hundred and twenty newspapers were served simultaneously, all of the intermediate papers receiving the news carried, which involved the transmission of fifty thousand words."

Besides covering the Western hemisphere, the Associated Press has regularly established offices in Great Britain, France, Portugal, Switzerland, Spain, Germany, Sweden, Norway, Denmark, Russia, Austria-Hungary, Italy, Bulgaria, Roumania and Turkey, with seventy other regularly established agencies covering every quarter of the globe, including South Africa, Egypt, China and the islands of the sea. Two million dollars a year are expended in gathering knowledge, the every-day facts of the happenings of the world, to be given out to the world through this great co-operative school.

The meeting of the Associated Press stockholders was called to order at 11 o'clock a. m. Wednesday, May 16th, in Steinway Hall. Among those present were:

General Felix Angus, Baltimore American; St. Clair McKelway, Brooklyn Eagle; P. H. Lannan, Salt Lake Tribune; Stephen O'Meara, Boston Journal; Joseph Brucker, Illinois Staats-Zeitung; Victor F. Lawson, Chicago Record; Charles M. Faye, Chicago Daily News; H. H. Kohlsaat, Chicago Times-Herald; A. A. McCormick, Chicago Times-Herald; Gerald Pierce, Chicago Times-Herald; Herman Rider, New York Staats-Zeitung; E. J. Nally, Postal Telegraph Company; William C. Ball, Terre Haute Evening Gazette; Harrison Grey Otis, Los Angeles Times; Q. E. Austin, Buffalo Express; Don G. Seitz, New York Evening World; W. B. Halderman, Louisville Courier-Journal; G. H. Baskette, Nashville Banner; D. A. Tompkins, Charlotte (N. C.) Observer; Charles H. Taylor, Boston Globe; Charles F. Quincy, Boston Globe; H. H. Cabaniss, Atlanta Journal; R. W. Brown, Louisville Times; C. A. Rook, Pittsburg Dispatch; F. O'Neill, Pittsburg Dispatch; Arthur Jenkins, Syracuse Herald; Richard G. Oellers, Philadelphia Record; Edward G. Pretorius, St. Louis Westlich Post; John Schroers, St. Louis Westlich Post; Charles W. Knapp, St. Louis Republic; L. Markbreit, Cincinnati Volksblatt; Alfred Cowles, Chicago Tribune; Charles F. Kennedy, Cleveland Plain Dealer; R. M. Johnston, Houston Post; W. J. Murphy, Minneapolis Tribune; Robert Simpson, Pittsburg Commercial-Gazette; Henry R. Davis, Providence Journal and Bulletin; J. H. Dursten, Anaconda Standard; H. O. Davis, Bloomington Pantagraph; C. C. Marquis, Bloomington Pantagraph; John S. McLain, Minneapolis Journal; I. N. Stevens, Colorado Springs Gazette; E. O. Esheby, Cincinnati Commercial-Tribune; August F. Seested, Kansas City Star; S. A. Perkins, Tacoma News; C. A. Rumbold, Cincinnati Times-Star; T. W. Johnston, Jr., Kansas City Star; Edward Payson Call, New York Evening Post; Theodore E. Quimby, Detroit Free Press; Dell Kelzer, Topeka Capital; Samuel Bowles, Springfield Republican; W. E. Gardner, Syracuse Post-Standard; A. P. Langtry, Springfield Union; W. L. McLean, Philadelphia Bulletin; W. D. Brickell, Columbus Dispatch; E. H. Perdue, Cleveland Leader; George Thompson, St. Paul Dispatch; J. A. Wheelock, St. Paul Pioneer Press; H. M. Findell, Peoria Herald; Charles V. B. Carroll, Peoria Journal; John B. Townsend, Philadelphia Press; W. J. Crawford, Memphis Commercial-Appeal; C. P. J. Mooney, Memphis Commercial-Appeal; C. H. Walker, New Orleans Picayune; Walter W. Abell, Baltimore Sun; E. C. Hughes, Seattle Post Intelligencer; Clark Howell, Atlanta Constitution; W. A. Hemphill, Atlanta Constitution; Frank B. Noyes, Washington Star; Charles H. Grasty, Baltimore News; Henry Jones Ford, Pittsburg Chronicle Telegraph; Adolph S. Ochs, New York Times; F. P. Glass, Montgomery Advertiser; Alden J. Blethen, Seattle Times; James Elverson, Jr., Philadelphia Inquirer; E. Rosewater, Omaha Bee; A. J. Barr, Pittsburg Post; W. T. Crosby, Pittsburg Post.

The meeting was strictly business and held behind closed doors. The following new directors were elected: Charles H. Grasty, Baltimore News; Edward P. Call of the New York Evening Post; Edward Rosewater of the Omaha Bee, and George Thompson of the St. Paul Dispatch.

In the evening a banquet was held at the Auditorium to which one hundred and twenty-five newspaper men were seated. The hall was a bower of roses and the center was made attractive by the spray from a playing fountain. Among the speakers were some of the leaders of thought of the American press and a Methodist Bishop.

General Taylor of the Boston Globe spoke on "Sheldon's Experiment in Journalism." He said in part:

"Coming directly to Mr. Sheldon's experiment, what a farce and a fizzle it was. He announced in December that he would produce it about the middle of March, nearly three months later. What an opportunity the man had if he had had the slightest conception of journalism. With such an idea he could have invited contributions from the great minds of this country and Europe. Men high in the church, in law, in medicine, in education and even journalists themselves would have been glad to have made suggestions and written articles, and the paper for seven days could have bristled with ideas that would have set the brains of journalists and the people buzzing for weeks afterward.

"On the contrary, what did he do? He appears to have bought a large scrapbook and filled it from time to time with articles on prohibition, or any reform, here and there, helter-skelter. He comes to the issue of the paper, takes a negative position, kicks out about all the news, and when they wanted copy from time to time, seems to have cut slice after slice from this scrapbook of ancient and time-honored argument. The attempt was so feeble it is really a waste of time to criticise it.

"The sale and profits show how good natured the journalists of this country are. They showed in this case, as they always do, that they are willing to give publicity to a new idea, especially if it comes from any man who is honest and hopes to do good in the world."

Bishop Fowler paid a just tribute to the Chicago press for the bold and patriotic stand taken against strikes and violence carried on by a debauched, so-called unionism. He said in recognition of the power of the press represented:

"I think I was never in so large an audience before, because I see stretching away behind every chair in this room people numbered by the thousands, tens of thousands and millions.

"Half the Republic is gathered in this little room tonight and this nation is in the hands of these men. And this company set on one purpose can make this nation do almost anything they want the nation to do."

He added: "I am sure all these editors from everywhere will not think it out of place if I emphasize a little the papers of this city, our generous hosts, and I want to say that this City of Chicago, having every element of destruction within its reach, its combination of foreign and domestic cities, its two millions of people, with almost as many Norwegians as there are in the capital of Norway, and as many Swedes nearly as there are in the capital of Sweden, and Germans enough to take Berlin by siege, and with Irish enough—nearly enough—to fill all the offices—[laughter]—this great city is able to furnish the cleanest, strongest, bravest great papers that are to be found anywhere under the flag.

"In that beautiful, genial and social city, St. Louis, non-union men boycotted are so badly situated that even the restaurants dare not give them food, yet the great papers of this city strike right out from the shoulder against this sort of oppression, and I say it is heroic.

"Another fact about these papers is this. They unite without reference to party questions against improper and criminal officers, and they praise the good without reference to party affiliations, and when I have said that I have said a great deal about great papers, and I think Chicago is not yet carrying the load of yellow journalism."

AS POLITICAL REPORTER.

St. Clair McKelway, the editor of the Brooklyn Eagle, was introduced as one who had been for many years distinguished in the branch of newspaper work of which he was to speak, that is, "political reporting." He had been Washington correspondent when Johnson was President and for years after.

"There is only one kind of personalities that are hurtful," he said, "and they are the kind that hurt. Those that please are popular with every one to whom they refer. Those that displease are popular with the enemies of those to whom they refer. On the whole, as I get older, I dislike personalities of the disagreeable sort about any one and only those of the agreeable sort which are about myself.

"Thus by easy stages I approach my text," he continued. He explained that by political reporting he meant the record of what political persons, bodies and platforms say.

SHOULD BE JUDICIAL.

He added: "Journalism should be judicial, which is just; not contentious, which is legal and lamentable. Journalism should be moved by righteousness, leaving lawyers to be moved by a retainer. There is as wide a difference in morals between righteousness and a retainer as there is in politics between regularity and rectitude. In short, my plea for political reporting is for fullness and for fairness, and for greater fullness and finer fairness toward adversaries than toward supporters. A paper should have its principles in one party, but should certainly have its readers in both. And the opposition should contribute a larger constituency of readers to a journal than the members of a party which that journal upholds.

"This can be readily shown. Those who disagree with us are sincere but erroneous. The cure for error is its publicity in its own terms or words. Then alone is truth best free to combat it.

PLEA FOR FAIRNESS.

"I make this plea for fair political reporting on the threshold of an important national campaign. I make it in view of the unfairness of much political reporting in our last national campaign. That unfairness reached such an extreme that I do hope the excess of it will be the cure of it. Evils are cured by their own excess. The evil of defamatory campaigning and of libelous and scandalous political journalism in 1884 was so great that by sheer excess and reaction our presidential campaigns have been morally clean, though at times mentally monstrous, ever since. Now cannot we have a mentally fair campaign in 1900?"

Henry D. Estabrook of Chicago said:

CHICAGO DAILIES CLEAN.

"Pick up any one of our Chicago dailies," he said, "any time, anywhere, and you will find nothing in matter or advertisement, of style or suggestion to offend a sense of decency. I know not what secret vices our Chicago papers may have, but outwardly, surely, they are models of propriety. They are not always, indeed, they are seldom, in accord regarding men or measures, and they are vigorous in expressing their discontent with some things in particular, and not infrequently with all things in general. But such is human nature. To be human is, apparently, to be discontented, and discontent finds its outlet in the daily press. Your want columns, gentlemen, express in the concrete what your editorials express in the abstract, and the whole of human want, endeavor and discontent represents the travail, the agony of human progress. Out of this ferment of ideas and opinion come those periodic explosions which give impulse and momentum, and which make the newspaper what it is, a mighty engine; even if, to complete the metaphor, we have to call it a gas engine."

General Harrison Gray Otis, editor of the Los Angeles Times, was taken ill and was not able to be present. In the address which he had prepared he said:

"The question is asked, 'Where should patriotism begin and where end in the conduct of a newspaper?' I answer that patriotism should begin at the beginning and continue to the end, and that politics if they be of the right kind, may be carried along and mingled with patriotism from first to last. The species, brand or grade of politics that cannot bear the test of being associated thus intimately with patriotism is below the standard of safe politics in the Republic of the United States.

"Whenever the country is at war with either a foreign or with a dissatisfied segment of its population from the government, no matter what its political complexion, it is entitled to the absolute loyalty of its citizens. The particular methods which any administration may employ in enforcing the laws, in suppressing insurrection or in carrying on the war by land or by sea, against a foreign power, are all

subject to criticism at the hands of the public press, but it is the part of wisdom, common sense and patriotism for public journals which influence popular opinion to so temper those criticisms that no harm shall come to the Republic therefrom."

At the meeting of the Board of Directors President Victor F. Lawson and Secretary and General Manager Melville E. Stone retired from office. Mr. Lawson said he was not a candidate for re-election and under no circumstances would hold the office for another term. Charles W. Knapp of the St. Louis Republic was chosen to succeed him. Mr. Stone was re-elected to his old position, but announced that in view of the action of the shareholders at the annual meeting on Wednesday in declining to modify the by-laws of the Association so as to conform to the recent decision of the Illinois Supreme Court, felt he should resign. His resignation was accepted and Charles S. Diehl, formerly Assistant Secretary and General Manager, was chosen in his place.

DEATH OF CHARLES A. LEE.

Death has at last entered the ranks of those who have presided over the National Editorial Association. Last month we performed the sad duty of recording the death of the newly elected President of the Association. This month the duty is to the memory of one of the fourteen Past Presidents and the fifth in the order of election and service. Charles A. Lee was elected at the convention in Detroit on



The late Charles A. Lee, Pawtucket, Rhode Island.

August 29th, 1889, and presided over the sixth annual convention that met in Boston on June 24th, 1890. Past President Lee's death was sudden and unexpected. He left his home in Pawtucket, R. I., on Tuesday, May 15th, to attend as Supreme Representative of the Knights of Pythias Lodges of Rhode Island the Supreme Lodge of K. P. of Maine. He reached Portland and stopped at the Preble house, and at 2 o'clock p. m. on the 16th, while sitting at the dinner table, was taken suddenly ill. He was assisted to his room, where he remained in an unconscious condition until 11:50 that night, when the gentle spirit of this noble and kind-hearted man passed out into the eternity that to him, during his life, had ever promised a home of rest and happiness to every weary and soul-burdened dweller of Earth. The cause of his demise was apoplexy. In his paper, the Pawtucket Gazette and Chronicle, of which he had been editor since 1878, that was published on May 18th,

a touching coincidence is seen. The paper reached this office on Monday, May 21st. On the first page was given a full account, with portrait, of the life and death of the editor, Charles A. Lee. On the editorial page was a full account, written and signed by Mr. Lee, of the life and death of his predecessor, with whom he had been closely associated from boyhood, and who had preceded him only a few days, at the ripe age of eighty years. We feel that we cannot better express our own feelings nor the feelings of many members of the National Editorial Association than by quoting almost the last words ever written by Mr. Lee and those penned in memory of his close and beloved friend:

"He was a devout man, an upright man, a man of pure heart and clear mind. He loved the good and he hated the bad. Calm and serene, he moved on his way in life. * * * We shall all miss him. At our time of life when old and tried friends leave us there come no others to fill their places. Our relations were never marred in a single instance, and his memory will ever recall the unsullied years of our personal relationship. In his passing we recall the lines of England's greatest laureate:

'Sunset and evening star,
And one clear call for me!
And may there be no moaning on the bar
When I put out to sea.

'Twilight and evening bell,
And after that the dark!
And may there be no sadness of farewell
When I embark.

'For though from out our bourne of Time and Place,
The flood may bear me far,
I hope to see my Pilot face to face
When I have crossed the bar.'

These words of his and the lines he quoted over the death of his friend furnish the key to Mr. Lee's heart and life. Charles A. Lee loved the companionship and friendship of men. He was so kindly hearted that he could believe in no other creed than that of the Universalist church, with which he was connected all his life, that looks forward to the ultimate redemption—out of all the tribulations and sufferings that must come through broken laws or sin—of every member of the human race, each and all alike the children of the one great, loving Father of all.

His administration of the office of President of the National Editorial Association was useful, conservative and eminently successful. In making arrangements, in part for transportation, he visited Chicago and other points, considering the honor and friendships which the office brought abundant reward for his arduous labors. In his annual address before the Association he gave in the following words his high ideal and consideration of the calling: "You represent the greatest power of the century. The editor of the most obscure weekly in the country wields yet an influence that, commensurate with his field, is as potent as that of his metropolitan brother. No great molder of public opinion despises the day of small things. Go on in your chosen vocation then, walking uprightly in the paths of newspaper life." He closed his term of office with the love and friendship of all and, as a mark of esteem, was presented with a gold watch properly inscribed, emblematical of the golden opinions he had won in the minds of all the members. Hundreds of editors, though scattered through the whole continent, will shed tears of sorrow over his loss.

How deeply he was loved at his own home was indicated by the largest society funeral ever held in Pawtucket. Thousands paid tribute to the noble qualities of the deceased by their presence and tears. The Rev. J. J. Wooley pronounced a worthy tribute to the noble life, saying among other words of praise and sorrow:

"As a citizen and fellowman his death brings to us a great loss. Stricken down in the vigor and strength of his career, his death is a severe bereavement to his family and friends, to his brethren throughout the land, to this city which he loved and to us all.

"In Mr. Lee we had a man who besides taking a deep interest in all public matters, the public schools, the public library and other institutions of our city, and also the fraternities I have mentioned, was a man of marked personal friendships. It was delightful and enriching to a man to have him for a friend. You could go to him for sympathy and counsel at all times. He would receive your confidences with attention and give in return wise advice and counsel."

CONNECTICUT EDITORIAL ASSOCIATION.



HE SECOND of the quarterly meetings of the Connecticut Association was held at the elegant Allyn House, Hartford, Monday, April 16. A goodly number of the members were present, and after the wants of the inner man had been fully satisfied, other good things were in order.

J. E. Bolles of the Berlin News made a somewhat extended report of the meeting of the National Association at New Orleans.

A practical paper on "The Best Method of Securing Subscribers" was read by A. E. Knox of the Woodbury Reporter. The matter of collection agencies was also on the list, and was discussed in a very informal way. The consensus of opinion was in their favor as a means of realizing on accounts which had resisted the usual methods.

The association had as guests at this meeting, President B. S. Lake and Corresponding Secretary E. F. Sibley of the Rhode Island Press Club. The immediate reason for this visit was to arrange for a joint outing with the Connecticut Association, which will materialize at that popular home of sea breezes, Block Island, the first week in July.

T. S. Pratt.

THE EDITORS AS OTHERS SEE THEM.

[CONTINUED FROM MAY ISSUE.]

JACKSON, MISS.

Dinner was tendered to the editors at this place, followed by a trolley ride, and an informal reception at the residence of President Henry.

After remarking that the program published in the February issue of this paper was splendidly carried out, as we said so much about Jackson and her good people in our pre-convention numbers, we will quote from our good friend Willard in his Boonville Herald:

"A visit to the old capitol building was of more than ordinary interest, as many historic memories cluster about this old building which is soon to be replaced by a new one. At five o'clock the visitors assembled in the House of Representatives where a formal address of welcome was delivered by Mayor Todd, and able addresses by Governor Longino, Lieutenant-Governor Harrison, Bishop Galloway and other noted speakers were listened to with much in-



Bidding Good-by at Hattiesburg.

Great lumber office in the background.

terest. Commencing at seven o'clock and lasting two hours, a reception was tendered the President and members of the Association in the parlors of the Stag Club.

At nine o'clock the banquet hall was thrown open to the visitors. Masonic hall, under the deft and magic fingers of the fair ladies of Jackson, had been converted into a veritable bower of beauty. Huge palms reared their green leaves to the ceilings while long and graceful garlands of ivy and smilax, exquisite bunches of carnations, roses,

Chinese lilies, violets, japonicas and all other productions of the flower kingdom lent their beauty and fragrance to the scene. After a dainty but substantial repast served by the fair hands of the ladies of Jackson, the following toasts, with Colonel Henry as toastmaster, were responded to:

Hon. T. A. McWillie, Our Guests; Bishop Hugh Miller Thompson, To Be Selected; Col. J. L. Power, Greetings and Reminiscences; Edgar S. Wilson, The State; Col. E. W.



Group of Delegates.

Photo taken at the Station, Santa Barbara, Cal.

Stephens, Columbia, Missouri, Mississippi; W. E. Hayne, The Press; Garry A. Willard, Boonville, N. Y., The City of Jackson; J. B. Lusk, The Ladies; Hon. Luther Manship, What's Left.

On Sunday morning, February 25, we reached the Hill City, the historic

CITY OF VICKSBURG.

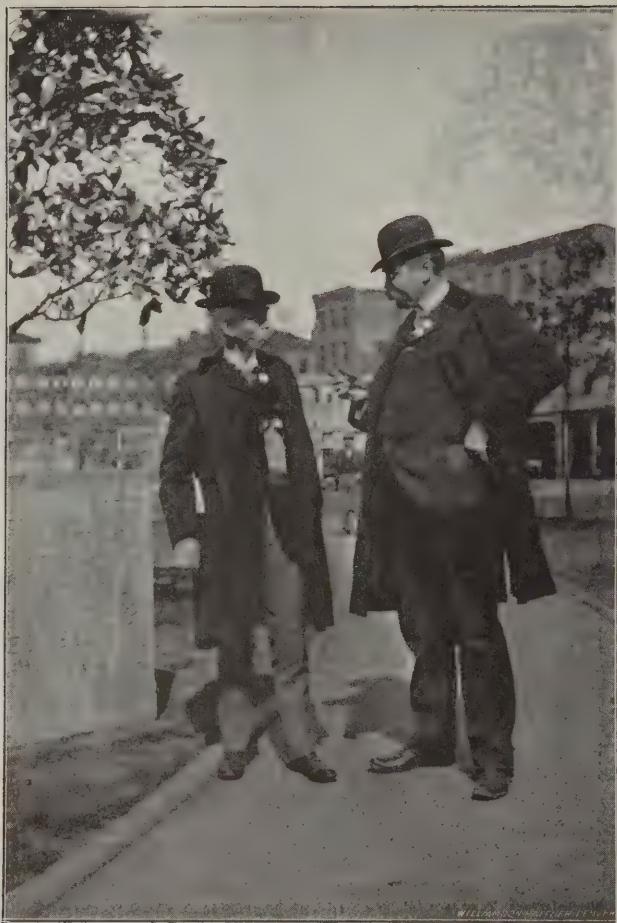
An elegant luncheon was tendered us by the city government and the Board of Trade, at the Carroll and Piazza hotels, after which our train was taken to the national cemetery. The day was warm and cloudless, and our visit to the beautiful city of the dead, where lie 16,600 Union soldiers, was full of deepest interest.

Vicksburg was situated on the east bank of the river with a long, narrow neck of land forming a peninsula opposite the city. During the siege of Vicksburg in 1863, General Grant attempted to divert the channel of the river through the peninsula about three miles below the city, but failed. On April 26, 1876, the peninsula, which had been gradually wearing away for years and had narrowed to 153 feet in width, was broken through by the river, forming a cut-off directly opposite the city, so that Vicksburg is now upon a lake with an island in front. We regretfully bade adieu to this hallowed spot and evening found us at

BATON ROUGE,

the capital of Louisiana. Here, through the proverbial Southern hospitality, we were dined again, and had the pleasure of meeting Governor Foster, who, with distinguished Baton Rouge citizens, entertained us at the State House. A most able and eloquent address was first made by T. Sambola Jones, a former editor and in 1892 First Vice-President of the National Editorial Association, but who is now in politics and the Governor's Private Secretary. Mr. Jones referred in a pleasing manner to his former connection with the Association and spoke a hearty welcome, adding many instructive words with regard to Louisiana, and the problems connected with the levee system of the lower Mississippi. He was followed by Governor Foster, who welcomed the editors to the State and spoke instructive intelligence and knowledge with regard to the press. He set forth with clearness and force many interesting facts with regard to the resources and advantages of Louisiana.

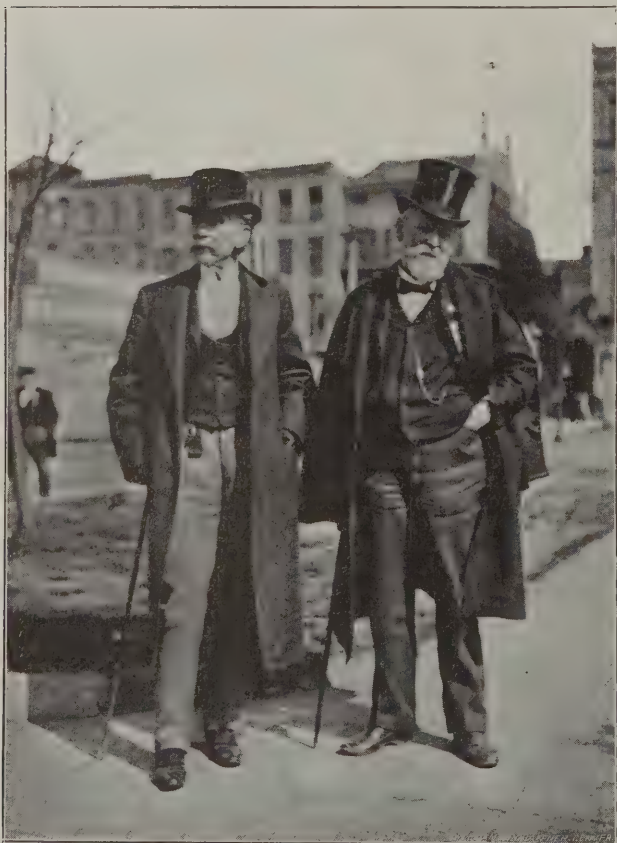
Following the reception and address at the State Capitol, suppers were served to the whole party at the hotels of the city. The next morning the editorial train passed through some of the richest cotton and sugar growing regions of



The Promoters of the Pan-American Exposition at the National Editorial Association Convention in New Orleans. Promoter Curt M. Treat rehearsing his speech to Past-President A. O. Bunnell.



Silk Flag of the National Editorial Association, to be unfurled at the unveiling of the Lafayette Statue erected by contributions of the school children of America, in Paris, July 4, 1900.



Two honored Pennsylvanians. Past-President R. H. Thomas and Col. J. Irving Steel.



Two representatives of the wild and woolly West. J. E. Junkin, Bulletin, Sterling, Kan.; William E. Bolton, Live Stock Inspector, Woodward, Okla.

THE EDITORS AS OTHERS SEE THEM.

Photos by J. P. Herrick.

Louisiana, to which reference was made in the address of J. Y. Gilmore, published in the April issue of this paper. At about 1 p. m. the editors were in New Orleans entering into the enjoyment of the sights and pleasures of the Mardi Gras season.

Following the convention, Bay St. Louis was visited and a pleasant reception and carriage ride enjoyed. Bay St. Louis and Waveland, twin cities, are on the line of the Louisville and Nashville R. R., fifty-two miles from New Orleans and twenty-four hours from Chicago. The location on the Gulf Coast is most attractive.

At Gulf Port an oyster roast and steamboat excursion were greatly enjoyed. The residents gave the editors such a greeting as will not soon be forgotten. For magnificent hospitality and enterprise the citizens of Gulf Port made a record that ought to give their young city a name in every section of the United States. The same may be appropriately said of Hattiesburg, on the same new line of railway, back in the pine timber region of Mississippi. Here the party were first received in the large audience room of the Public High School Building and greeted with an earnestness and eloquence that seem indigenous to the Southland. The welcome was followed by a barbecue and the viewing of the great lumber industry of the place. In one of the handsomest pine-ceiled lumber offices on the continent, the editor of this paper and his wife were carried in memory back to the old Minnesota home by drinking sparkling clear water from a splendid stone filter, manufactured by a stoneware company, of which the editor was, in 1877, one of the incorporators and the first Secretary. It recalled many pleasant memories, though the work done toward establishing the then new and now very successful industry, was all for the good of the public, a labor of love attended with loss. But the sower must sow, that others may reap, and while sowing is done in hope, it is not less joyful often than the fruition, the gathering in of the harvest. It was a breath from the early days in the Northland mingling with the scenery and beauty of the yellow pines in the Southland.

This great J. J. Newman Lumber Company employ fifteen hundred men, cut upwards of thirty acres of timber and manufacture from 250,000 to 300,000 feet of lumber a day. This gives an annual production of seventy-five million feet of long leaf yellow pine lumber, which is planed and dyed ready for shipment to all portions of the United States. The grain of the wood as shown in the Company's office seemed like some perfect painting. It is done in the forest by nature's fingers amid the sighing of the winds and the rustle of the leaves.

The return of the editorial party was over the Mobile and Ohio Railway; the trip down having been by the Illinois Central.

SOME GOOD "DON'TS" ARE GIVEN TO EDITORS AND REPORTERS.

The following useful "Don'ts" are clipped from the Memphis Appeal:

Don't begin a story with "Yesterday," "Last night," and the like.

Don't omit "No." before a number in a street.

Don't "put in an appearance" or "make an appearance," just appear.

Don't say a "dinner occurred," and "an explosion took place." Things occur by chance or accident; they take place by plan or arrangement.

Don't separate the parts of infinitives or needlessly separate the parts of verbs; say "to begin again," not "to again begin;" say "probably will be," not "will probably be."

Don't say "he was given a dinner," when a dinner was given for him or in his honor. Don't say the dinner was given him, either, unless he was a tramp.

Don't use "on a street;" say "in a street."

Don't use "Mr." before full name; but do say "Mr. and Mrs. John Smith," "Mr. Smith and Mrs. Smith."

Don't make titles; use "Smith, a car conductor;" not "Car Conductor Smith."

Don't give "ovations" to anybody.

Don't stab anyone "in the fracas."

Don't "administer" blows or punishment.

Don't say "\$10 worth of goods;" say "Goods worth \$10."

Don't use "he graduated;" say "he was graduated."

Don't say "at" a town or place when you mean "in."

MR. FRANKLIN PRICE HONORED.

Mr. Franklin Price, of the General Ticket Office Department of the Chicago and Northwestern R. R., whom every good editor in the West knows and loves, was greatly honored at the celebration of the fiftieth anniversary of that splendid Illinois city, Bloomington, on May 10. Mr. Price settled in Bloomington in 1849, was there when the city was organized in 1850, and was mayor in 1855 and 1856. He was connected with the Bloomington Leader from 1874 to 1879, so that he may be claimed as a brother newspaper man. In 1879 he accepted the position which he still holds with the Chicago and Northwestern R. R. He is the oldest living ex-mayor of Bloomington, and was put to the front always as the guest of honor. An interesting historical sketch of the early days of Bloomington by ex-Mayor Price was read at the celebration. It was filled with pleasing and instructive reminiscences of the city's early development. In closing a biographical article with regard to Mr. Price's life and work in Bloomington and the events connected therewith, the Bloomington Pantagraph pleasantly says: "Someone has said that 'It is better to be seventy years young, than forty years old,' and Mr. Price has surely formed his life on that principle, so vigorous and hearty does he remain."

GOSPEL NARRATIVE AS THE REPORTER'S HIGHEST MODEL.

Rev. Robert J. Burdette lectured recently on "The Value and Place of the Newspaper" before the Shakespeare Club of Los Angeles, California. He made one point clear that has been referred to in this paper frequently. The thought, so far as we know, was first brought out by E. W. Stephens before the Missouri Press Association, that of the Bible narratives being the most perfect models in literature for newspaper reporting. Mr. Burdette said: "One cannot carry the news—that is, one cannot bring a message without being a teacher. And in its own place the newspaper is the greatest of teachers. It is far above all mere demonstrators. It tells the news; that is, it tells facts. And facts are eternal. That is, it tells the truth. Nothing can contradict a fact. Nothing can stand against a truth."

"The greatest, strongest biography in all the world of histories is the life of the great Teacher, Jesus Christ, not as written by the commentators, but in the gospels. Take this about his crucifixion, from John: 'And they took Jesus and led Him away. And He, bearing His cross, went forth into a place called the place of a skull, which is called in Hebrew, Golgotha; where they crucified Him, and two others with Him, on either side one, and Jesus in the midst.' There is nothing else like that in all literature. Nothing. That was written by the dearest and truest friend, the most faithful disciple that followed Jesus. He does not 'edit' his account. He does not seek to shade the opinion, to color the feeling, to lead the judgment of the reader. He doesn't say that Pilate was a weak, shifty, unprincipled politician. Modern commentators tell us that. John does not say the cross was heavy and galling. He does not say the trial was a mockery of justice. He doesn't say the men who crucified his Master were wicked. He knew so well that he was telling the plain truth, that he was not afraid to set the simple, 'unedited' facts before the world without a word of comment and let the world form its own judgment. And 2,000 years the judgment of the world has been that of the disciple-biographer. Wasn't it splendid? It stands alone in the world of narrative and history; utterly alone."

"Now, that is telling the news. That is what this unapproachable gospel is—'glad tidings;' or good news, if you prefer. Now, the ideal newspaper is a paper that tells the truth so plainly, so simply, so perfectly without bias, that it does not have to be edited. It speaks for itself. That is the 'place' of the newspaper."

UGHT TO BE CARRIED FREE.

A properly conducted newspaper is the bulwark of the people's rights and a potent factor in the education of the nation. The government could well afford to transmit it free, were it not for the difficulty of excluding those that are not properly conducted.—Profitable Advertising.



EDITORIAL

notes and points

The Typographical Exposition in the Grand Central Palace, New York, was an enterprise that conferred honor on its projectors. It is a kind of enterprise that deserves encouragement and in which printers' organizations find a legitimate field for work.

* * *

Chas. B. Mead, the popular editor of the Twice-a-Week Republican of Geneva, Ill., has been nominated for the position of coroner of his county. This ought to be reckoned as another office that is right in line with a newspaper man's duties. He can earn a fee and secure a good article with all the details stated under oath for his paper at the same time.

* * *

A writer in the Chicago Times-Herald puts in a plea for newspapers as literature, and thinks a man who can write off several editorials a day, on all the different subjects that are continually springing up, in good, high-class English, with occasionally a grain of hard horse sense in them, just as "literary" as the fellow who snaps his thoughts down on paper and waits till he gets enough of them to gather up and make a "book" or "novel" out of, perhaps to be read and perhaps not to be read; that if a young man wishes to follow literature as a calling and has it in him to amount to anything in that line, it is a good thing for him to enter the force of a first-class newspaper, for he has good live models right before him every day. It all lies in himself as to whether he improves his opportunities or not.

* * *

The Fairfax, N. C., Enterprise is run entirely in the mechanical, localizing, editing and advertising departments by women. It is a flourishing and influential journal. The editor, Mrs. Virginia D. Young, novelist and lecturer, is one of the best known women in the South. There never was a cleaner office, and the traditional grimey "devil" and the "office towel" that could stand alone, have been banished. All current events are graphically set forth, although a very good love story does fill four columns of the first page. Partizan political manipulators get scant space, for the graceful editor declares she has no use for that kind of politician.

"Why should I make my paper the vehicle for the gratuitous advertising of time-serving and mercenary politicians?" she says. "I don't think the public is really interested in their petty doings and concerns, and I question the judgment which devotes columns of space to this parasite class to the exclusion of more important matter."

Many editors who are not women have asked themselves the like question and have wisely decided that the newspaper has a more useful and profitable mission than that of boosting demagogues, or wild-eyed labor agitators, or mercenary leaders, self-constituted, into fame and power.

* * *

There is always room for that which meets a demand. The Ladies' Home Journal found a demand for a high-class paper that appealed to the best sentiments of women and instructed while pleasing. The success of the publication has been phenomenal and the increase and extent of its circulation beyond all precedent. It had, at last accounts, reached an output of 905,000 copies each issue and was expanding at the rate of 36,000 copies per month. One of the material evidences of this great growth is its immense new pressroom, in which 17,600 square feet of floor space are set apart for printing presses. The building just erected is in the rear of the present publication office, eight stories in height, and within a short time will be occupied by the mechanical departments of the magazine. The constant, rapid growth of the Journal's circulation necessitated greatly extended facilities for printing and mailing, and the new structure meets these demands, providing at the

same time for future expansion in all departments. Specially designed presses, and all the most approved mechanical devices applied to printing are being added to the Journal's already extensive equipment. It is the aim to make this plant the finest in America.

There are many features about the Ladies' Home Journal that ought to be carefully studied by the publishers of newspapers. The paper keeps near the hearts and meets the desires of its great constituency, and gets the thoughts of men and women whom the people trust and admire.

* * *

Demand for news or print paper is greater to-day than existing mills can supply, and in this Canada is no better off than is the United States. The manager of the Canadian Paper Company recently stated that "Many newspapers will find it extremely difficult to procure their requisite supplies. For over six months all the mills in Canada have been working right up to their full capacity, and all of them at the present time are oversold. On Friday morning I received telegrams from twenty-five newspapers in various parts of Canada asking to be supplied, but it is absolutely impossible for us to do much, if anything. Our first thought must be to protect our contracts; we are compelled to keep a large stock ahead for our own customers. It would be simply folly for us to sell up to the danger mark. And the conditions that obtain in Canada obtain also to a great extent in the United States. Very little surplus stock is to be had. The fact of the matter is that paper manufacturing has experienced a great boom in the last half year, and, as I have said, the capacity of all the mills in Canada, the United States and Great Britain has been taxed to the utmost to meet an ever increasing demand."

* * *

Rev. C. M. Sheldon showed, at the least, a characteristic of the true newspaper man, who is nothing if not public spirited, in the dispensing of the \$15,000 that were given him as his share of the profits for his one week's work in running a newspaper "In His Steps." He gave \$1,000 to the India famine sufferers, the balance being distributed as follows: City detention hospital, \$1,000; for contagious disease ward, Christ's hospital, \$1,000; Washburn college, \$600; Topeka Y. M. C. A., \$500; for public drinking fountains, \$300; Kindergarten association, \$100; Y. W. C. A., \$150; W. C. T. U., \$100; Ingleside Home, \$100; State Temperance Union, \$100; Anti-Cigarette League, \$50.

* * *

The Clearfield, Pa., Spirit paints the Pittsburg Times as showing the highest ideal of a modern newspaper. The ideal is becoming very general and success shows that instead of being visionary it is practical and profitable. "The Times is a newspaper, sparing no pains nor expense to cover the world thoroughly every day, that its current page of history may be complete, and in its longer range overlooking nothing that occurs at home. It is clean, dignified and reliable, certain that no lack of these features can be made up in offensive sensationalism. It can be taken into the family circle with confidence that its columns are filled with wholesome instruction and entertainment. Wherever known The Times is recognized as the best type of a concise, crisp and complete newspaper, and among newspaper men it is the publication with which comparisons of excellence are made. While The Times is Republican in politics it realizes that others have a right to be on earth, and that politics are not everything."

* * *

Of James Mullette, the owner and publisher of the Geneva, N. Y., Review, who died early in March of this year, Dr. Henry Taylor, an eminent divine, and a friend

of the late Henry Ward Beecher, wrote: "He was ingenuous, kind, white-souled, high-caste. If at times reserved as to his spiritual experiences, it was because he felt that some things are too sacred to talk about, and that no rude hand might draw the veil from before the Holy of Holies of his spirit. He belonged to a Priesthood higher than the Aaronic, even the Priesthood of Love, the sort of love that 'poured the spikenard and spiced the sepulchre.'" Yet he was only a secular newspaper man, one of a class whom the occupants of too many pulpits look upon as representing the powers of Satan in this great work-a-day world.

* * *

The New York Press Association meets this year at Brighton Beach, N. Y. Secretary Bunnell writes that he is unable to give the program in time for publication in this issue of the National Printer-Journalist, but adds that it will be up to the standard of former conventions. The entertainments, hospitality and social enjoyments promise to be worthy of the place and surroundings. In lieu of the

every user of paper in the country. These mills were commenced July 12, 1899, and in just seven months the machinery was installed and wood-pulp made. There is in this speed a suggestion that the projectors were influenced by a desire to help meet the increased demand for paper at profitable prices. Supply always rushes to meet demand. These mills are operated by water, steam and electricity. The Wisconsin River furnishes water-power.

* * *

Profitable Advertising, by Kate E. Griswold, Boston, Mass., is one of the most artistic and successful publications in its line in the United States. With the June issue it enters upon its tenth year, and celebrates the event by enlarging to the popular magazine size of Munsey's Monthly and other leading publications, as well as by presenting the paper in a new dress of type and with a particularly striking and attractive cover design. The publisher is doing a valuable service to advertisers by offering cash prizes ag-



Members N. Y. Press Association—Past & Present

With some of their friends—Gathered and Photographed
By S. E. Wright, Foreman Dansville Advertiser

program we present an illustration of the members of the New York Press Association and their friends from a photograph kindly presented us some time since by Mr. S. E. Wright, of Dansville, N. Y. Our readers will recognize many familiar faces, and, among the rest, that of General Passenger Agent Daniels, of the New York Central, the great four-track line, without whose kindly face in a group like this the New York editors would feel that they had lost all their friends.

* * *

All Republican Editorial Associations expecting to be represented at the National Republican Editorial Association in Philadelphia June 18th should notify A. O. Bunnsville, Dansville, N. Y., at once, with names of delegates. The meeting is at 3 o'clock p. m. the day before the convening of the Republican National Convention, and especial arrangements have been made for the editors.

* * *

"The Central Wisconsin," of Wausaw, commemorated the completion of the paper mills at that place by a special issue printed on the first product of the mills, giving an account of their construction and an interesting description of the buildings and of the processes of manufacture. The pleasing accuracy of the article shows care and much work. It would be found interesting and instructive to

gregating \$375 to stimulate greater interest in illustrated advertising for all purposes.

These prizes are divided into two classes: First Class—Designs in brush suitable for magazine advertising and for half-tone reproductions, first \$100, second \$75, third \$5. Second Class—Pen drawings, suitable for newspaper advertising, first prize \$75, second prize \$50, third prize \$25.

* * *

The readers of the National Printer-Journalist are under obligations to that enterprising newspaper man, John P. Herrick, of Bolivar, N. Y., for pictures which make the picture gallery of the New Orleans convention complete. The photographs or snap shots were extra good, and hence we were able to obtain splendid half-tones that will be appreciated by all the readers of the National Printer-Journalist.

* * *

The Souvenir Edition of the Battle Creek Daily Moon, Martin E. Brown editor and publisher, is as handsome as the city of its publication is beautiful. No paper ever had better or a finer arrangement of illustrations. The composition, paper and presswork are of the best and the result most pleasingly artistic. The subdivision of matter into finely illustrated articles under the several headings,

"Historical Battle Creek," "As Told by Pioneers," "Churches," "Beautiful Residences," "Our Public Schools," "Military History," "Lake Goguc," "Sanitarium," "Public Institutions," "The Daily Moon" (showing the whole force and the office), "History of the Press," "Industrial Battle Creek," "The Advance Thresher," "The American Steam Pump Co.," "The Nichols & Shepard Co.," "The Duplex Printing Press Co.," "Postum Cereal Co.," "The Seventh-Day Adventist Publishing Co.," etc., etc., "Battle Creek College," "Municipal Government," "The Fire Department," "Guardians of the Peace," "Battle Creek Post Office," "Calhoun County," "Mercantile Leaders," etc., is excellent in plan and perfect in completeness and execution.

* * *

Still another has fallen. Gen. J. Y. Gilmore, who was present at the formation of the National Editorial Association in 1885, and has been present at every meeting since, having served as member of the Executive Committee and as Vice-President, died at his home in New Orleans on May 16th, at 2:35 p. m. His death was almost coincident with the stroke of apoplexy that, a few hours later, resulted in the death of Past President Charles A. Lee. The Association has never had a more earnest or faithful member. He was very active in the arrangements for the recent Convention in his city, and as President of the Louisiana Editorial Association delivered an able address of welcome on behalf of the press of that state. He had, but twelve days before, completed his labors as President of the Louisiana Press Association at the Convention held at New Iberia, on which occasion he had delivered an annual address and presided throughout, speaking in response to welcoming addresses and at receptions. He had not been feeling well for several days, when, on Thursday night, May 10th, he suffered a stroke of paralysis which only affected one side. He recovered consciousness and speech, but sank gradually and steadily until Monday night, when he became again unconscious, and glided peacefully from his comatose condition into the last sleep, on Wednesday. His entire family were gathered around him at the last hour. He was Commander-in-Chief of the Louisiana Division of the United Confederate Veterans, and had, with the comrades of his command, been looking forward to and planning for the Veterans' reunion on May 28th, only twelve days ahead, at Louisville, Ky. The Daily New Orleans Picayune gives a most interesting account of his life, saying that:

General Gilmore was a native of Pennsylvania, of Scotch-Irish ancestry. His father had always been a staunch Democrat and his sons were educated in the same school, so that his "southern boy," as he soon became, was an ardent secessionist when the great issue presented itself, he having come South in 1859.

He early joined the Third Alabama Infantry, and accompanied his regiment to Norfolk, Va., where during nearly a year no fighting was encountered. During this time a number of the soldiers fell in love with Virginia's fair daughters. Among these was young Gilmore. When he applied to his Colonel for a furlough to get married, that gallant man tried to dissuade him, saying a soldier should never think of marrying. The reply was: "We are not soldiers; we are just playing soldiers. We will never smell gunpowder." The colonel answered: "Why, you don't know how soon Norfolk will be evacuated, when you will be sent into active service, and you may get killed and leave a widow." Gilmore pleaded his case, saying that he might not get killed, but perhaps wounded, and then would need a wife to nurse him. His words were prophetic.

Very shortly after his marriage occurred the terrible battle of Seven Pines, in which were killed and disabled more than one-half of the famous Third Alabama Regiment. Young Gilmore fell in the fierce fighting of the seventh day with a broken leg. Later a ball crashed through his right shoulder, paralyzing, for the time, the right arm, breaking a rib and entering the lung. Insensible from the blow, he lay there unconscious until some time in the night, when returning consciousness showed that he was strangling from blood which rushed from his lung as he lay on his face. With his left hand he managed to reach his canteen, and water relieved the suffocation. It was indeed a night of horror, one which General Gilmore never forgot.

From the 2d to the 4th of July he lay in the field hospital, having a bullet extracted from his broken leg, but to his dying day he bore the other bullet in his right lung.

Taken to his wife, who had with other ladies gone from Norfolk to Richmond by flag of truce, the romance was complete when, owing to his faithful wife's good nursing, after two

months of suffering, he was restored to comparative health. He proposed to continue in service, but his physicians insisted upon his taking a discharge, as the hemorrhages from the lung, which followed for years, entirely unfitted him for further military service. Meantime he and Mrs. Gilmore diligently sought the sick and wounded in the hospitals of Virginia, and did all they could for them.

After the war he settled in New Iberia and established the Sugar-Bowl, subsequently removing the paper to New Orleans and changing its name to Sugar Planters' Journal.

He died at the age of 62 years, leaving a wife who had been his constant companion in all his labors since their marriage in Virginia during the war. He also leaves three sons and a daughter: Dr. V. L. Gilmore, of Plaquemine, La.; J. Y. Gilmore, Jr., of Houston, Tex.; and A. B. Gilmore and Miss Mary Gilmore, of New Orleans.

He was prominent in the Knights of Honor, American Legion of Honor, Knights of Pythias, Past Dictators' Association, Army of Northern Virginia and other organizations. The funeral took place at 4 o'clock Thursday afternoon, May 17th, and was attended by a large concourse of mourners and sympathizing friends. Rev. Drs. La Prade and Palmer conducted the solemn services, Dr. Palmer delivering an eloquent eulogy.

BUSINESS NOTES.

The St. John Typobar Company has been incorporated in Trenton, New York, with a capital of \$8,750,000, of which \$1,250,000 is to be preferred stock with 6 per cent non-cumulative dividends. The company is to manufacture machinery for producing lines of type under a patent obtained by Roswell H. St. John.

* * *

Barnhart Bros. & Spindler have produced a new and striking face which they call "Plymouth." It is well named, for it has the sturdy qualities of the Plymouth settlers and stands out in an advertisement like the Plymouth Rock on the shores of New England. It has many features in common with a face recently shown by an artist of the Philadelphia Saturday Evening Post. The manufacturers report enormous sales of this face, it being ordered in quantities almost unprecedented, one advertiser having sent in an order for over 200 fonts. The purchasers of the face are among the best and largest advertisers in the country.

The Plymouth Italic is also completed and is a handsome supplement of the Plymouth.

* * *

Palmyra, New York, is becoming a center for the manufacture of printing machinery. The factories of the Peerless and of the Jones-Gordon jobbers located there have grown in importance from year to year, and now the Cranston Cylinder Press shops have been moved to that city. The Rochester, N. Y., Chronicle, of April 27, says: "Since John W. Marder and George Bush, of Chicago, took the management and control of the old Globe printing press works in that place, changing the name to the Peerless printing press works, that institution has steadily grown until now it employs about sixty men, and is putting out more of the Peerless presses than ever before in the history of the concern. It has now added another factor to the business, the building of the celebrated Cranston cylinder press."

* * *

The Chicago Printing Ink Company and the Hoyt Printing Ink Company of Chicago have combined under the name and title of the National Printing Ink Company of Chicago. The place of business will be that of the Chicago Printing Ink Co., of which an extended notice was given in the May issue of the National Printer-Journalist. The factory is at Grand avenue and Rockwell streets, Chicago. This combination increases the capital and enlarges the facilities for manufacturing. The officers of the corporation are Thos. G. Tyler, President; A. James Horner, Secretary; Jas. Davey, Treasurer, and Frank Newman, Superintendent of Manufacturing. A new building for office is being

erected, and other improvements are in progress. See advertisement on third cover-page.

Did it ever strike you that it is much easier to sell goods that are of constant demand than to advocate others? Thus our reason in pushing the American Type Founders Company's type. Its beauty and harmony of design, exact proportions, regularity of sizes, artistic finish and superior quality all go to constitute the "best there is." Our shelves are teeming with a complete assortment of the American Type Founders Company's type. It is your pleasure to command, and our purpose to fill all orders entrusted to our care in a prompt, careful and efficient manner.

Mr. Printer, your wants can be supplied by Conner, Fendler & Co., 56 Beekman street, New York City.

The Tympany device for securing better press work and saving very materially in the cost of make-ready is gaining in popularity and is in use among the best and most successful printers. Among those who have several machines equipped with the Tympany are Messrs. Harper & Bros., J. J. Little & Co. and Bloomenberg Press, all of New York City, and in each case have had Tympany in their office for periods ranging from eight to fifteen months, and all have ordered additional cylinders equipped, ranging from two to twenty.

Mathews-Northrup Co., of Buffalo, started with Tympany on one cylinder press, and a short time since equipped eight cylinder machines.

Messrs. Berwick & Smith, of Norwood, Mass., commenced with Tympany somewhere about fifteen to seventeen months ago, and now have twenty-five cylinders equipped, with more to follow.

The American Book Co., of Cincinnati, after using Tympany on one press from six to ten months, recently gave an order to equip four more cylinder machines for them.

ARTISTIC PUBLICITY CONTEST

Profitable Advertising and Art in Advertising, *The Advertiser's Trade Journal*, offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address, Profitable Advertising and Art in Advertising, Boston, Mass.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 25th of the month preceding date of publication. Cash must accompany order.

BARGAIN SALE—Taylor Three-Revolution Press, 40x52½; Stonemetz Folder attached. Address Herald-Star, Steubenville, Ohio.

FOR SALE—A first class money-making job office in New England manufacturing city; business well established and constantly increasing; plant in A No. 1 condition; five presses, abundance of type and material; part cash, will take mortgage for balance; a fine chance to get a good business; ill health reason for wishing to sell. Address "Business," care National Printer-Journalist.

NEWSPAPER PUBLISHERS who are looking for an attractive premium to increase their subscription should communicate with the Massachusetts Publishing Company, Everett, Mass. Printers should ask for their trade catcher. It tells of several specialties which can be successfully run as a side line.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

\$1,800 BUYS established weekly newspaper and up-to-date job office in Ohio; good business opportunity. "C. C.," care National Printer-Journalist.

\$6,000 DOWN; balance of \$4,000, easy payments; takes independent daily and democratic weekly which paid \$3,600 cash profits in 1899 and is doing even better this year. In prosperous, substantial, and fast growing Michigan manufacturing city of 5,000 people. Power, type-setting machine, folder, splendid general equipment and an abundance of friends and fat patronage. If you mean business and have the cash, address "K," care of National Printer-Journalist. Must sell at once.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with **Hoerner's "Little Wonder" Sharpener**. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, only \$2.70; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, **J. S. Hoerner, Highland, Ill.**



Chicago Roller Company, PRINTERS' ROLLERS

and Tablet Composition.

TELEPHONE (Long Distance) 86-88 Market St. Chicago.
MAIN 2926.

NOW is the time to order your Summer Rollers.

CHALK PLATES

Simplest, Quickest, and Cheapest Process of Engraving. . . Practically Infallible. . . Outfits, \$15 up. . . Catalogue of stereotyping machinery, proofs, etc., free. . .

HOKE ENGRAVING PLATE CO.

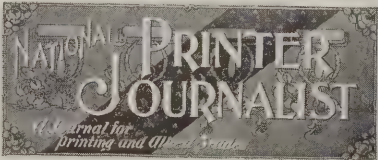
.....ST. LOUIS, MO., U.S.A.

FOREIGN OFFICES — Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

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Published Monthly at the Caxton Building, Chicago; \$2 a year, 20c. a copy.



Established 1888. Instructive and Useful.
An artistic and up-to-date magazine for progressive printers and publishers. Covers the entire field in the printing industry. Send for a copy. Has a guaranteed circulation of 5,000 per month.

THE ADVISOR

The Leading Monthly Advertising Trade Magazine in the United States

Send for circular giving particulars of our great premium offer. One dozen ADVISOR Crystal Pens—the greatest useful novelty of the age, worth 60 cents—free to each subscriber. Write today. Subscription \$1 per annum

THE ADVISOR

Phillips & Co., Publishers
1133 BROADWAY NEW YORK

A Side Gauge

Thin as paper * * * * *
Fastened quickly * * * * *
Anywhere on the tympan * * * * *
High wings that never grow weary * * * * *
Latest models * * * * *
No complaints * * * * *
Outlast ten times their cost. * * * * *

These Flexible Gauge Pins are manufactured under Megill's Patent No. 438,382. This patent contains the broad generic claim, and any Flexible Gauge Pin made by another party would be an infringement.

Price 60 cents per dozen, either size or assorted.

SOLD BY ALL DEALERS AND

E. L. MEGILL, Patentee and Manufacturer, 60 Duane Street, New York.

that will enable you to use both grippers is a great TIME SAVER.

ASK FOR THE FLEXIBLE GAUGE PINS



WITHOUT LIPS



WITH LIPS.

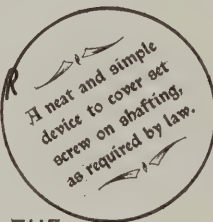
The Challenge

GRIPPERS

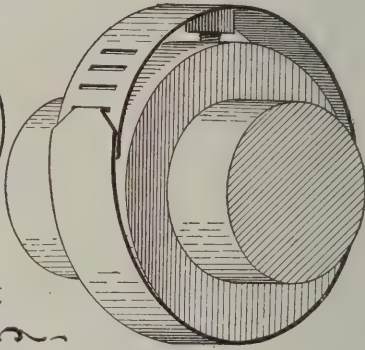
BEARERS

PUNCH

SHIELD.



THE CHALLENGE SHIELD.
PAT. PENDING.



In ordering Shield give circumference around Collar and Set-Screw. It gives positive protection. Shown at Printers' Show, New York, May 2 to June 2.

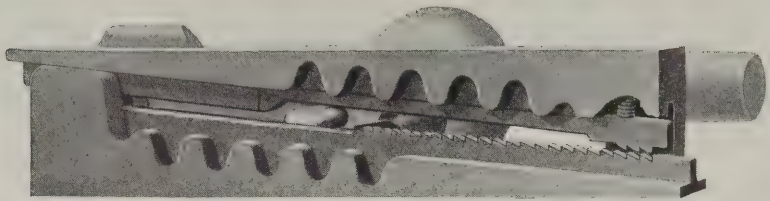
A. W. KNOX, CHALLENGE DEVICES 337 West Broadway, NEW YORK.

Faster than ever to California

Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

NEVER SLIP



Locks the FORM and Locks ITSELF.

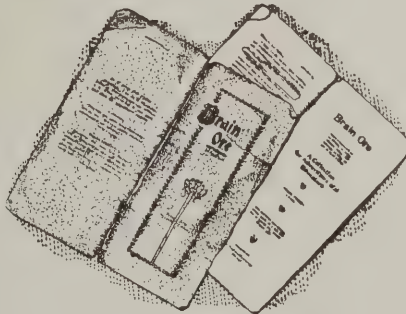


THIS QUOIN possesses all the advantages of any other quoin made, in addition to this fact it is impossible for it to slip, which makes it of great value when exact register is required on fine work. It is a quoin well adapted to ordinary work for it saves time, saves the bed of the press, saves the stones, furniture, etc.,—infact it is a saver all around. The illustration above shows the quoin with the key in position. There is nothing to break or get out of order, the simplicity of the quoin is its strongest feature. The price is \$3.25 a dozen for the quoins, 75 cents each for the keys, 5 per cent off for cash. If the quoins are not all that is claimed for them, they can be returned and the money will be refunded—there will be no unpleasntness about it at all. Address R. J. KRAUSE QUOIN COMPANY, CHICAGO.

== HERE ==

IS

SOMETHING



for You, and your Friends, and your Customers.

EIGHT 25-cent copies of

Paul Point's "BRAIN ORE" Book

AND A YEAR'S SUBSCRIPTION
TO THE NATIONAL PRINTER-
JOURNALIST ALL FOR \$2.00.

"BRAIN ORE" is a 4x9-inch 36-page book of quotations from King Solomon down to well-known men of today. It is for advertisers, educators, and all other thinkers. It is a private text-book on how to do what you want to do. Get it, read it, re-read it, write on its margins, and paste clippings in it. The above picture is of a copy re-read—till the cover came off—by a man who claims it helped to increase his ability 25 per cent. *Single copies, 25 cents.*

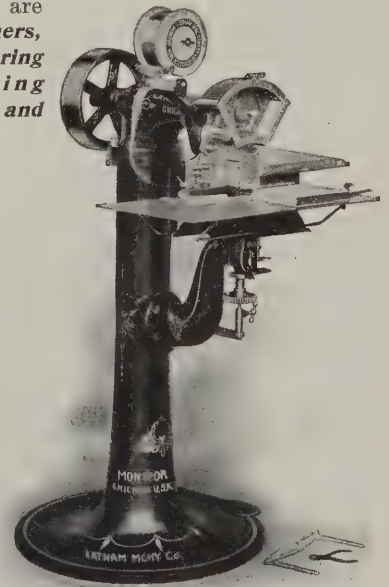
National Printer-Journalist, Caxton Building, Chicago.

MONITORS USED EVERYWHERE.

WE make them—they are the best. All the leading firms are using them and ordering more as their business demands them. They always give satisfaction, that's why we are the leaders in *Stitchers, Perforators, Numbering Machines, Paging Machines, Multiplex and Duplex Punching Machines, etc.*

We sell used machinery on terms to suit; we overhaul and guarantee them. Let us know your wants. Send for catalogue, list of bargains, prices, and terms.

This is a cut of a Monitor No. 1 Twentieth Century Stitcher; capacity, 2 sheets to 7/8 inch; built in nine sizes and styles.



LATHAM MACHINERY COMPANY,

New York Store:
8 Reade Street.

Main Office and Factory:
197-201 South Canal Street, CHICAGO.



TRADE MARK

Tympalyn

saves make ready

SEND FOR DESCRIPTIVE PAMPHLET

The Tympalyn Co., Limited.

ARTHUR S. ALLEN, PRESIDENT.
FORREST E. LOVEJOY, BUSINESS MANAGER.

28 HIGH STREET, BOSTON, MASS.



CHALK PLATES

PATENTED MAY 30, 1899. & BELL CHALK PLATE CO., 11 World Building, Cleveland, - Ohio.

RECOATING PLATES

1/2 cent a square inch net.
LOWEST PRICES for new plates,
stereotyping outfits and supplies.
Send for free circular.



MONON ROUTE

4 TRAINS DAILY BETWEEN
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PARLOR and DINING
CARS on DAY TRAINS
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ONLY LINE TO THE FAMOUS HEALTH RESORTS
**WEST BADEN & FRENCH LICK
SPRINGS**



YOU NEVER FAIL

to attract attention when you have the
JOS. P. BIRREN CO. do you Designing,
Halftones, or Zinc Etchings. We
also do Electrotyping. ♡ ♡ ♡

JOS. P. BIRREN CO.,

ENGRAVERS, DESIGNERS, ELECTROTYPERS,
63-65 WASHINGTON STREET, CHICAGO. ♡ ♡

Phone 2306 Central.

Send 4 cents for Advertising Cut Book,
or 6 cents for Artistic Booklet. ♡ ♡

The SHEARS

THE LEADING PAPER-BOX
MAKERS' AND BOOK-
BINDERS' JOURNAL

Full of trade news and technical information. Its advertising columns form the most complete directory of manufacturers of machinery and supplies used in these industries. SUBSCRIPTION, \$1.00 PER YEAR. Send 10 cents for sample copy. :: ::

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198 Clark Street, CHICAGO

An Old Idea in New Form

You can talk to 4,000 Printers in the
New England and Middle States
through Press and Printer. :: :: ::

Did You Ever Think of It?

These four thousand printers expend
many thousand dollars annually for
type, machinery, etc. Do you get
your share of their orders? :: :: ::

68 Devonshire St., ...BOSTON

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The Monthly Magazine of Art, Inspiration and Helpfulness

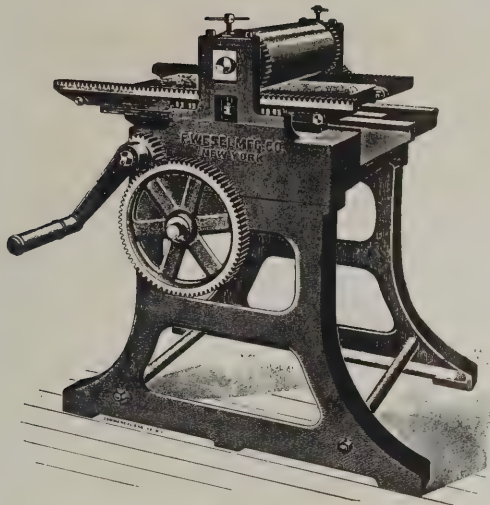
\$1.00 a Year, Ten Cents a Copy.

I want to congratulate you upon the fine appearance of ADVERTISING SUCCESS.—Fred. Macey, of Library and Office Furniture fame, of Grand Rapids, Mich.

I am decidedly pleased with the appearance and contents of ADVERTISING SUCCESS. Let us have it regularly.—D. J. Thomas, Manager, *How to Grow Flowers*, Springfield, Ohio.

We have watched the growing popularity of ADVERTISING SUCCESS with considerable satisfaction, and trust it may meet a hearty reception throughout the country.—*Philadelphia Record*.

GEO. H. POWELL, PUBLISHER,
907 Temple Court, - - - New York.



Wesel Cold-Process Stereotyping

Not a cheap, but a decidedly economical process. No injury to type. Can be taught in ten minutes. No skill required. By using our good appliances you get good results. All who can afford to invest from \$300 to \$500 in an effective stereo plant, guaranteed to give superior results, are invited to send exact particulars of the work they wish to do to the

F. Wesel Manufacturing Co.
82 Fulton Street, New York

HEADQUARTERS FOR ELECTROTYPING, STEREOTYPING, AND PHOTO-ENGRAVING MACHINERY, AND APPLIANCES ON THE MOST ADVANCED PRINCIPLES

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

Chicago Ad Setting Co., Walter S. Parker, Manager, 142 Monroe St., Chicago.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotypes Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcutt Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PAPER—METAL.

Metal Paper Co., 268-70 Canal St., New York, N. Y. Full stock of all colors kept in two sizes, 16x21 and 20x28. Send stamp for samples and prices.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H., & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, complete selection, most original designs. Send to nearest branch for latest specimen book.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co., The, 28 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

WIRE STITCHERS.

Morrison, J. L., Co., The, New York, London, Toronto. Write for descriptive circular.

“No More Cheap News Ink for Me.”

THE newspapers of this country for the past two years have been solicited, drummed, and almost persecuted by Printing Ink manufacturers who, having no reputation and no sales for Fine Grades of Inks, have been forced by their necessities to obtain a market for that grade of Ink which is easiest made and turned out in largest quantities. The result has been that so-called “News” Inks have been offered at a price so close to the cost that the manufacturer has been unable to turn out a properly made article, and in consequence there has arisen the greatest dissatisfaction among newspaper publishers at the muddy appearance of their papers and the filling up of their fine type. We have determined to give newspapers an absolutely first-class, dense black News Ink, and charge a fair price for it. The quotation at the top of this page is taken from many letters we have received from newspaper publishers who have written us asking for a News Ink that “will work free and clean, and print black.” One of the best printed newspapers in this country—the New York Commercial Advertiser—is printed with Ink of our manufacture. Any newspaper publisher who thinks this paper looks better than his own, we will be very glad to furnish with quotations for the same grade. Publishers who are satisfied to use an Ink solely because it is “cheap” we think will find from experience that there is no real economy in using anything but the best that can be made. Why spoil good paper—the item of cost of which is very large—with poor Ink, when the difference in cost between a good and poor Ink is so trifling?

Fred'k H. Levey, Pres't.
Chas. E. Newton, Vice-Pres't.
Wm. S. Bate, Sec'y.

Fred'k H. Levey Co.,

59 Beekman Street, New York.

CHICAGO PRINTING
INK COMPANY

HOYT PRINTING
INK COMPANY

NATIONAL PRINTING
INK COMPANY

NATIONAL PRINTING INK COMPANY

☙ ☙ ☙ CHICAGO ☙ ☙ ☙

To the Printing Craft :

Owing to the demand for high grade Printing Inks at a reasonable price, we wish to announce that the above named companies have combined their interests and will hereafter be known as the National Printing Ink Company.

Our aim has always been to give the best Ink for the least money that can possibly be given, quality considered, and we believe that you will agree with us that in order to give you high grade Ink cheap we must save expenses some where. If not in material then in operating expenses.

We are positively the only firm in the West manufacturing our Ink from the raw material, thus enabling us to know exactly what is in it, and this, together with our combined machinery, science, and skill produces the best results obtainable.

Send to us for anything in the Ink line, with description or sample of what is wanted, and we guarantee satisfaction or money refunded.

Thanking you for past favors and trusting that you will favor us with future orders, we are,

Yours respectfully,

NATIONAL PRINTING INK COMPANY.

Grand Ave. and Rockwell St., Chicago.

Densest blacks, most brilliant and permanent colors.



PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,

274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.

NATIONAL PRINTER JOURNALIST



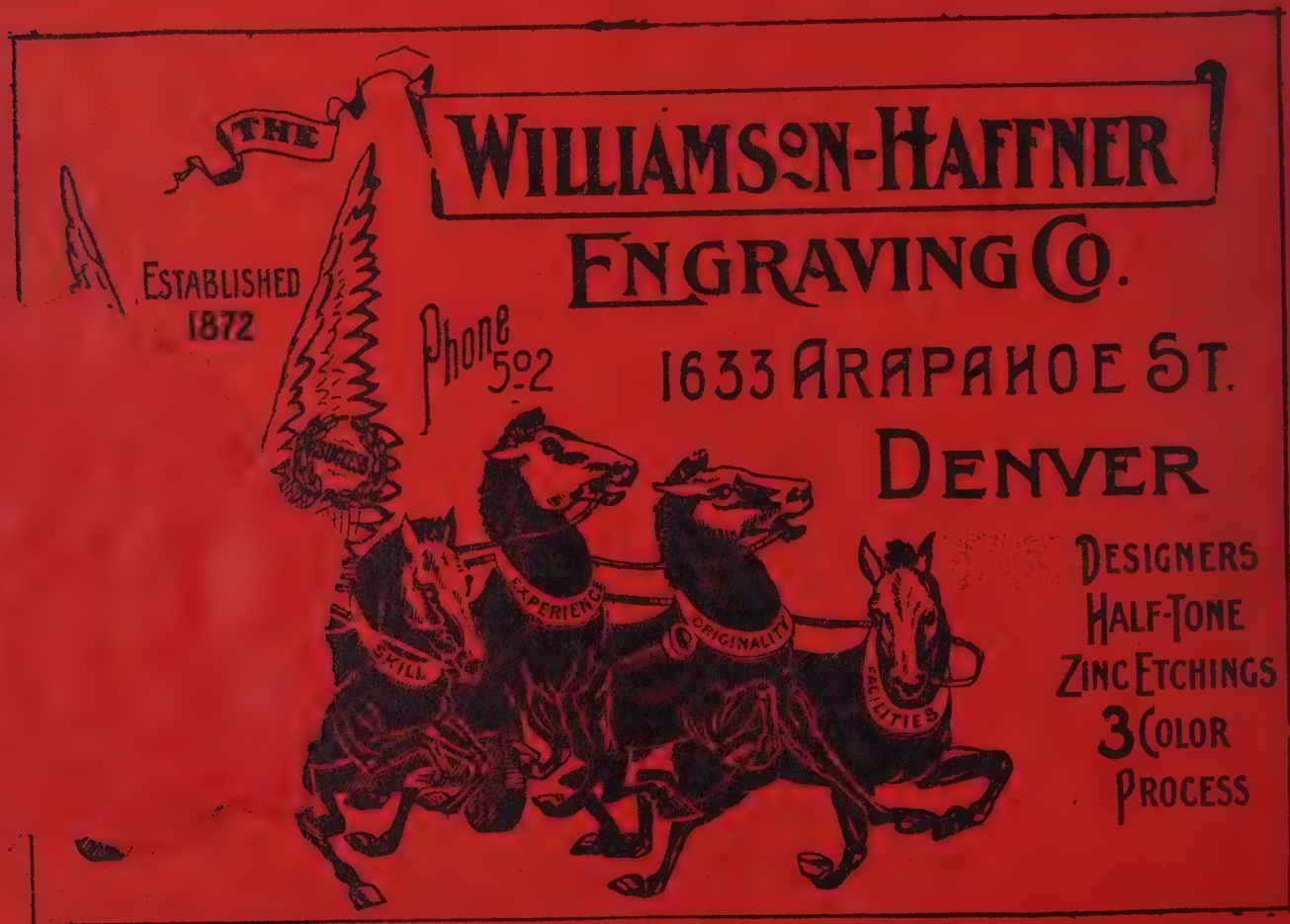
JULY

1900



**GEO. H.
BENEDICT
& CO.
CHICAGO**

DESIGNERS ENGRAVERS ELECTROTYPERS
175-7 Clark St. Telephone Central 2014



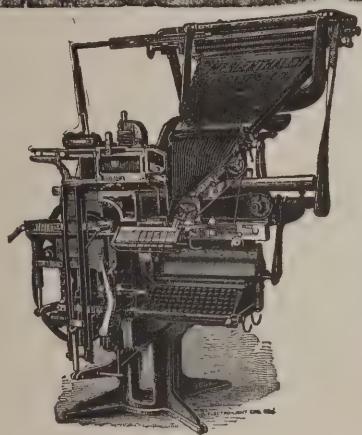
**THE WILLIAMSON-HAFFNER
ENGRAVING CO.**

ESTABLISHED 1872
Phone 502
**1633 ARAPAHOE ST.
DENVER**

**DESIGNERS
HALF-TONE
ZINC ETCHINGS
3 COLOR
PROCESS**

"A Few Truisms"

(Up-to-Date)



THE LINOTYPE
8,000 in Daily Use

What Linotype Users Say



ONE HUNDRED PER CENT

Of the owners of Linotypes express relief from using foundry type.

ONE HUNDRED PER CENT

Of the Linotypes were purchased to avoid using foundry type.

ONE HUNDRED PER CENT

Of the Linotypes in use are capable of producing work equally good as that from foundry type.

ONE HUNDRED PER CENT

Of the printers prefer Linotype slugs to foundry type.

ONE HUNDRED PER CENT

Of the printing fraternity recognizes the Linotype has succeeded foundry type.

"We are using Linotypes exclusively for *fine book and catalogue work*, and get *better results than with type*,"—Patterson & White, Philadelphia, Pa.

"The quality of *book work* from our machines is of the *very highest grade*,"—Wm. G. Hewitt, New York City.

"We have no difficulty in getting out *book work* that looks as well as hand work. We have thrown out *17 tons of body type*,"—West Publishing Co., Law Book Printers, St. Paul, Minn.

"The beautiful results obtained by us in *fine book work* on the Linotypes is the best recommendation we can offer,"—Redfield Bros., New York City.

Are the above firms
Judges of
"Perfect Printing"?

✧ ✧ ✧ FOR TERMS, ETC., ADDRESS ✧ ✧ ✧

MERGEN-
THALER **LINOTYPE
COMPANY**

Tribune Building, New York City

Do You Want the Best Cabinets that can be made?

THEN look carefully into the merits of the Porter Patented Extension Front Steel-Run Cabinets, manufactured exclusively by us under letters patent granted to William A. Porter. This Cabinet, combined with "New Departure" Cases, Hamilton's Patent Tilting Bracket, and filled with California Job Cases, makes a combination that is a winner—wins words of praise from the compositor—wins money for the proprietor by economizing space, preserving type and reducing labor. We make them in twelve styles and sizes which are fully illustrated and described in our new catalogue, which will be sent to those who apply for it. No Cabinet equals this in points of solidity and carrying capacity. They are absolutely indestructible and will stand any amount of hard usage. The special feature of this Cabinet is the Extension Front (see cut), which enables the workmen to withdraw any case located in a place inconvenient to set type from on account of its position high up or low down in the tier of cases, and to place it at any desired height *without drawing another case to serve as a rest*. This is of great advantage especially in high cabinets. They have been adopted in the Government Printing-office at Washington and many of the leading printing houses in the United States and England, and all who have them are earnest in their praise. These Cabinets can be purchased of any recognized dealer in printers' supplies in the United States or Canada; also, all other goods manufactured by us are carried in stock and sold at all supply houses. Ask for Hamilton goods and see that you get them. Every article we make bears our stamp. Look for it. It is a guarantee of excellence.

Our line of Wood Type embraces over 700 different designs all made in many sizes and put up in any assortment from a single letter to the largest font.

The Hamilton Mfg. Co.

Main Office and Factory: **TWO RIVERS, WIS.**

Eastern Warehouse and Factory: **MIDDLETOWN, N. Y.**

PORTER CABINETS indorsed by the Public Printer and now used in the Government Printing-office at Washington.

OFFICE OF THE PUBLIC PRINTER,
WASHINGTON, D. C.,
February 25, 1897.

Gentlemen: In reply to yours of the 20th inst., I am pleased to state that the Patent Extension Front Cabinets have given entire satisfaction, and possess advantages over the old style cabinets.

Respectfully yours,
TH. E. BENEDICT,
Public Printer.



No. 4 PORTER EXTENSION FRONT STEEL-RUN CABINET.
Contains 50 cases in the floor space occupied by an ordinary single stand. Height 84 inches.



The Ink-Fish

"A genus of molluscous animals, of the order of Cephalopoda and genus Sepia. They have small arms with serrated cups, by which they lay fast hold of anything. They have also two tentacula longer than the arms; the mouth is in the center of the arms, and is horny, and hooked like the bill of a hawk. They feed on sprats, lobsters, and other shell-fish. They have a little bladder under the throat, from which when pursued, they throw out a black liquor that darkens the water, by which they escape."—*Webster.*

There is also another kind of INK-FISH—THE PRINTING INK FISH. He acts in much the same manner, and in order to confuse his victim, he clouds the issue; he fills the air with a foggy jumble of words, in attempting to get exorbitant prices for inferior Inks.

But it is pretty hard—getting harder and harder all the time—to find "LOBSTERS" among the printers, since there are now but few who don't know that

There is a BOTTOM PRICE to Printing Inks, and that HIGH CLASS PRINTING INK is made a STAPLE ARTICLE by the methods of :: :: :: ::

Sigmund Ullman Co.
INK MAKERS    **NEW YORK**

Main Office and Factory:
146th St. @ Park Ave.

Downtown Branch:
23 Frankfort St.



Henry Lindenmeyr & Sons Paper Warehouses

32, 34 and 36 BLEECKER STREET
20 BEEKMAN STREET

NEW YORK



The Largest
Assortment of

Paper

of all kinds
carried in stock



UPER Calendered
and Machine Fin-
ish Book ✱ Coat-
ed Woodcut and
Lithographic
Coated ✱ Chromo Plate and
Steel Plate ✱ Writings ✱
Bonds ✱ Linens ✱ Ledgers
✱ Grävure ✱ Specialties in
Thin Papers ✱ High Grade
Novelties in Cover Papers ✱
Plain and Lithographic Coat-
ed Blanks ✱ ✱ White and
Colored Bristols ✱ ✱ ✱



The Cover

of this issue of
*The National
Printer
Journalist*
is the RED, a new
color of our well
known Imperial
Covers



"RUSKIN"

DECKLE EDGE COVERS

"RUSKIN"

DUPLEX COLORED BRISTOLS

"RUSKIN"

DECKLE EDGE BRISTOLS

Have just been added to our stock

We want to send
YOU

PRICES
AND
SAMPLES

DESIGNERS OF
ADS that
ADVERTISE

Halftones
Zinc Etchings
Wood Cuts

ILLINOIS
ENGRAVING COMPANY
356 DEARBORN STREET
CHICAGO

"Send for Our"
OLD STYLE
BOOKLET

ASK FOR OUR
PORTRAIT BOOKLET

**“JUST
AS
GOOD”**



is a
common
expression
of Ink
men

But if you have used either of these Inks **YOU KNOW** all others are poor imitations. If you have not used them, **NOW** is the time to convince yourself that they have no equals, and are therefore the **STANDARDS** adopted by the leading printers of the world — **AND REMEMBER**, these inks are made from formulas known only to

THE STANDARD PRINTING INK COMPANY

CHICAGO BRANCH, 69-71 PLYMOUTH PLACE

CINCINNATI, OHIO

“Never Slip”



C
the catch
that
does the
business

Manufactured
by the....
R. J. Krause
Quoin Co.
Chicago, Ill.

Quoin

For Sale by All Dealers

For further information and particulars write to your dealer or the R. J. Krause Quoin Co., Chicago

CENTURY-MIEHLE DECISION REVERSED

The "Century" WINS The Miehle Company Defeated

THE UNITED STATES CIRCUIT COURT OF APPEALS REVERSES THE DECISION OF THE LOWER COURT AND ANNOUNCES THAT THE PATENT OF THE MIEHLE COMPANY IS OF NO EFFECT AS AGAINST THE "CENTURY" PRESS

With respect to the Miehle patent the Court says:

"THAT THERE IS NOTHING NEW AND PATENTABLE IN THE MERE ARRANGEMENT AND RELATION OF THE PARTS ONE TO ANOTHER, SEEMS EVIDENT."

This decision puts a quietus upon the contention of the Miehle Company that the "CENTURY" press is an infringement of its rights, and the matter is definitely settled.

It will be remembered that some time ago the Miehle Company brought suit against the Campbell Company alleging that the "CENTURY" press infringed its patent rights; that the lower Court, sitting in Chicago, decided that in one respect a portion of the mechanism of the "CENTURY" press did infringe; and that the Miehle Company took advantage of this decision to bid for public sympathy and support on the ground that it was being unlawfully harrassed by a strong competitor.

It is therefore with great pleasure that we announce, as above, the final defeat of the Miehle Company, and thus end the affecting spectacle of an able-bodied concern sobbing on the shoulder of the public its pitiful plaint that another fellow's got its wheels.

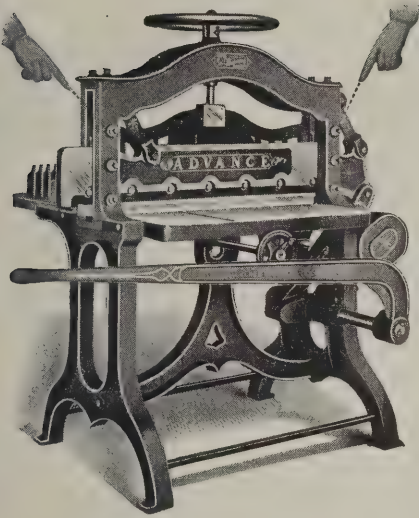
For the consideration of the trade we submit the statement that the "CENTURY" press is capable of a higher speed than is the Miehle, or any other similar machine; is capable of more accurate and continuous registration than the Miehle, or any other similar machine; and has a stronger and more even impression than the Miehle, or any other similar machine; and that in the matter of "earning capacity," *which is the supreme test*, the "CENTURY" far surpasses any other two-revolution press upon the market. All of which has been testified to by those having experience of the various machines in question.

THE CAMPBELL COMPANY

334 Dearborn Street, CHICAGO
46 Gresham Street, E. C., LONDON

1 Madison Avenue, NEW YORK
704 Craig Street, MONTREAL

Muscle Savers!



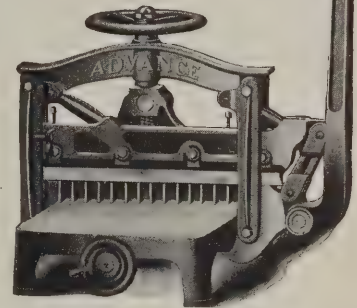
Sizes: 22½, 25, 30 and 33-inch.

Just another name for ADVANCE PAPER CUTTERS. And they're rightly named too. The *Easy Lever* and swinging motion of the knife makes an *easy shear cut*, especially advantageous in job and pamphlet trimming. Heavy center brace prevents springing of bed under pressure of clamp or knife. Gibs and setscrews in side frames to take up wear of knife bar.

Then there's the PONY ADVANCE, the handsomest and strongest small cutter ever made. See the arch, it clasps **under side** of the bed to which it is securely bolted (not bolted to the sides). The bed is heavily ribbed and perfectly rigid under heavy cutting. Back guage is extra long, just right for squaring small work; interlocking guage and clamp and other modern conveniences. Our illustrated circular tells all about it, send for one.

PONY
ADVANCE

16 and 19-inch.



KEPT IN STOCK BY
DEALERS EVERYWHERE.

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

Another of our Marvels

THE MOST WONDERFUL
WIRE STITCHING MACHINE
—OF THE AGE—

Perfection No. 6 Wire Stitcher

PRICES AND PARTICULARS
ON APPLICATION

NOW READY FOR SHIPMENT

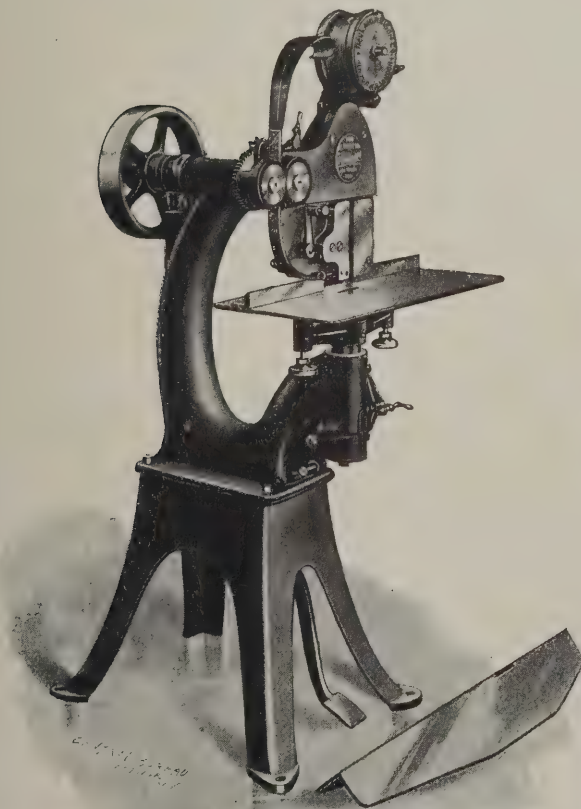
The J. L. Morrison Co.

60 DUANE ST., NEW YORK CITY

T. W. & C. B. SHERIDAN
46 FARRINGTON STREET, LONDON

28 FRONT STREET
TORONTO

PATENTED IN 1900
CAPACITY, 2 SHEETS TO ¾ INCHES

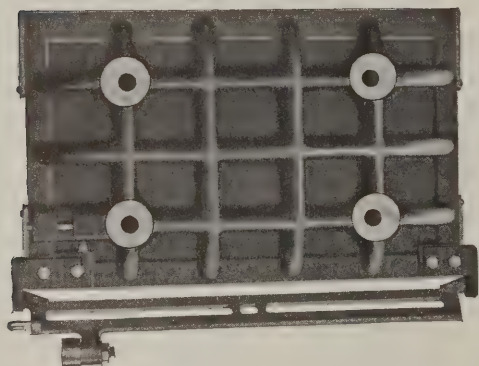
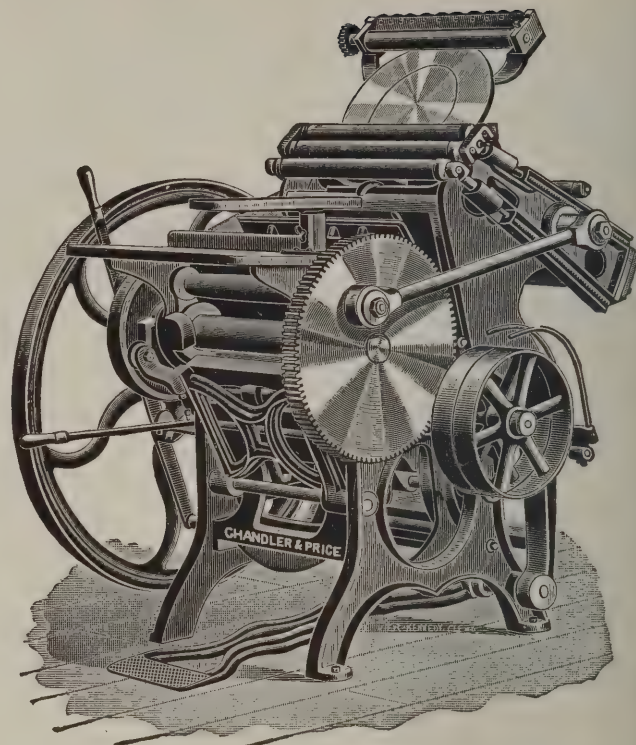


Strength

IS AN ESSENTIAL OF A
PERFECT PLATEN PRESS.
IT IS ONE OF THE LEAD-
ING CHARACTERISTICS OF
=====THE=====

CHANDLER & PRICE..... **JOBBER**

ONE  REASON



Thickest at point of greatest strain.

IS FOUND in the construction of the platen. It has more metal than the platen of any other make of Gordon presses. The construction is convex, heavily ribbed, and thickest in the center at the point of greatest strain—as shown in the illustration. The tympan rests on a perfect surface and the gripper bars and platen ears are of malleable iron, a metal much tougher and more expensive than cast iron. The construction secures firmness, rigidity, perfect impression—making possible perfect register and perfect work in every way besides insuring



Durability

ONE OF THE CHARACTERISTIC
AND ECONOMIC FEATURES OF
THE CHANDLER & PRICE PRESS.

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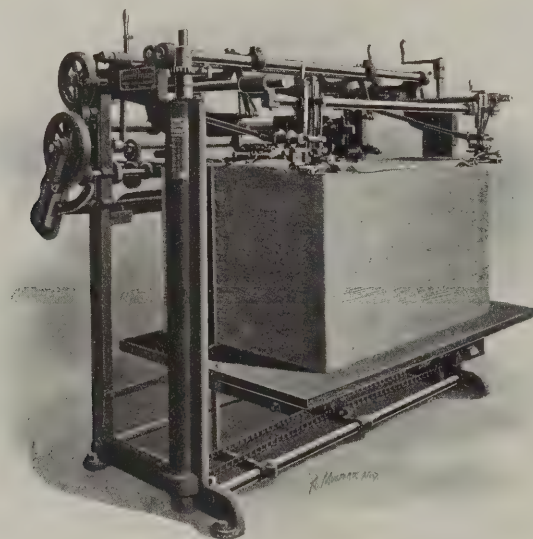
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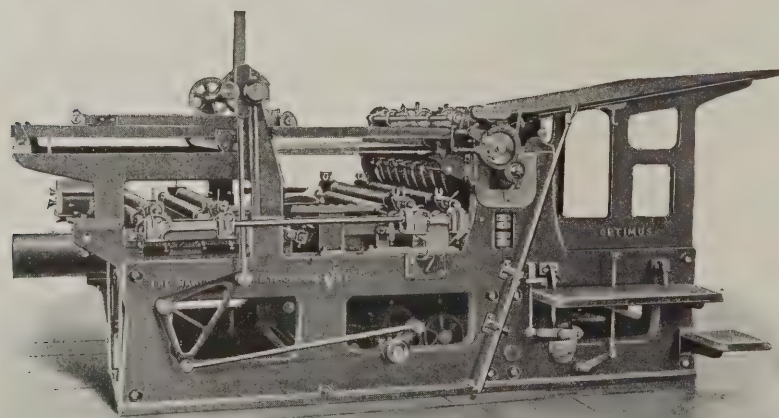
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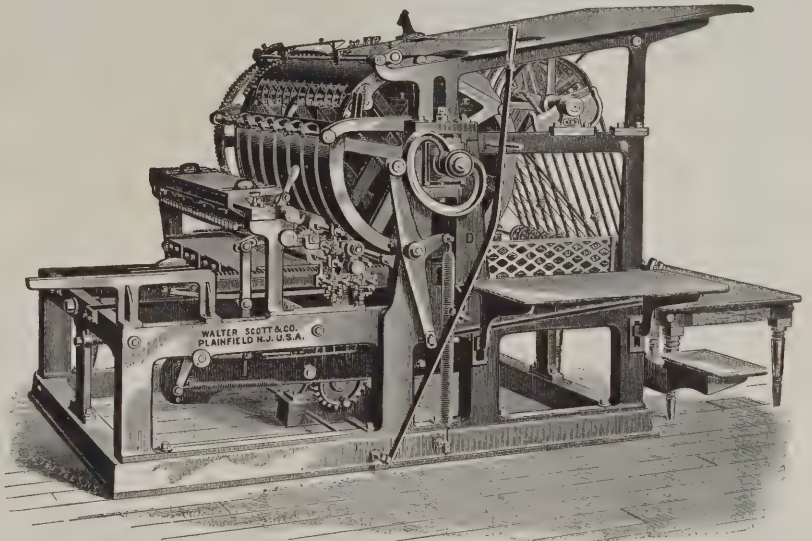
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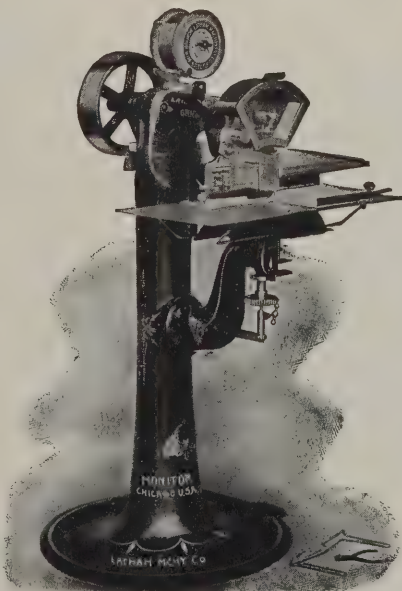
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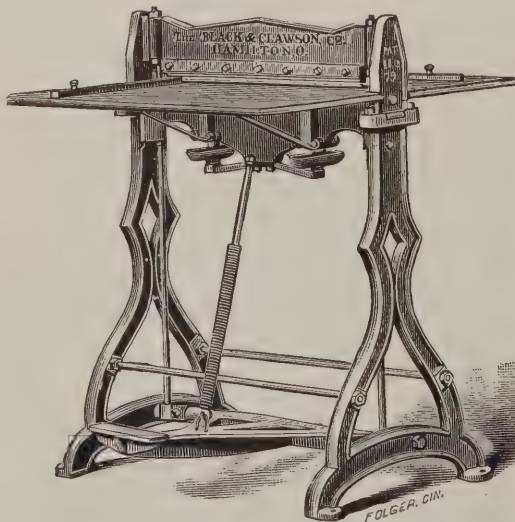
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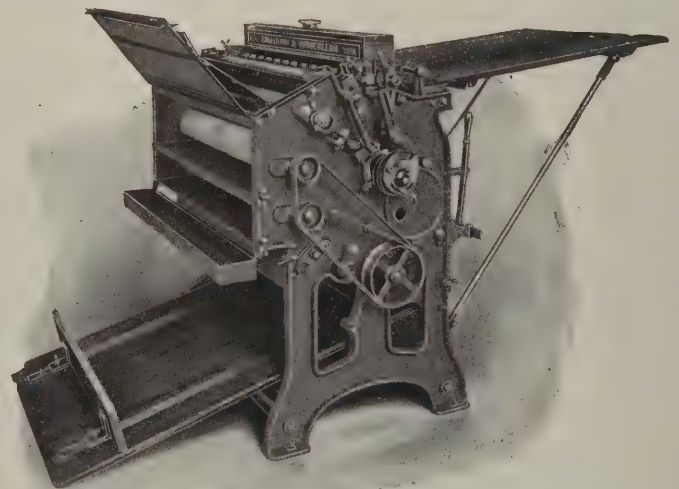
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'It is admittedly opposed in theory to the lines on which press-builders have been working for years, and the older printers, who remember the period of change from soft packing to hard packing, are apt to refer to Tympalyn as a reversion to methods that were discarded when printing on cylinder presses was in its infancy.

'In spite of opposition of all sorts, Tympalyn has found its way into some of the best printing offices of the country, and convinced some printers who stand at the top of the profession that it saves them time and money, without in the least degree tending to deteriorate the quality of their printing.'

Extract from an article in the American Printer for June, prefacing an account of their representative's interviews with prominent printers in regard to "What users say of Tympalyn" See page 244, June issue, for interviews in full as to what these printers say of Tympalyn.
We have not room to print them here.

The Tympalyn Company,

ARTHUR S. ALLEN, President.

FORREST E. LOVEJOY, Business Manager.

22 High Street, Boston, U. S. A.



The Publisher's Dilemma



HAND COMPOSITION is slow, tedious, and expensive. It limits the amount of matter I can set, because extra help is unsatisfactory and hard to get just when wanted. My most valuable news, that which gives my paper interest and prestige, nearly always comes at the last minute. I frequently have to cut it short or leave it for next issue because my hand compositors can not set it in time; or delay the paper and work overtime, which means disgust of readers and extra expense for me. Profitable job work has to be put off, because the paper must come out whether or no. Frequently one or more of my force are away temporarily, which means added delay and worry. Competition is getting keener, and I must furnish more local matter and get out a better paper, if I hope to forge ahead or even hold my own. My income will not warrant the employment of a larger force of compositors. In fact, my expenses really ought to be reduced, as my profits are not at all what they should be. Paper and other things are higher, and I see no way to raise my rates of subscription or advertising. That's my dilemma, and I am looking for a way out.

and the way out

Dear Mr. Publisher:

The Simplex One-Man Type Setter would help you out of all these troubles. It would decrease the cost of your composition. It would give you facilities for setting a good deal more matter than you can afford by hand, and will save money on your pay roll beside. It will enable you to handle late news fully without delaying publication or doing overtime work. It is so simple and easily understood that one of your present hand compositors could readily operate it without employing a machinist or becoming one. You could safely depend on the machine to get out the paper, without fear of so serious a break-down as to prevent publication. You could write copy on it yourself, if you wished, just as easily as on a typewriter. The Simplex would increase your profits without your raising subscription or advertising rates, because it would reduce the cost of production.

We do not ask you to take our word for these statements. The Simplex is already in use in 28 States, in all sorts of offices, and we should be glad to let you know what its users say about it.

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200 Monroe Street, CHICAGO

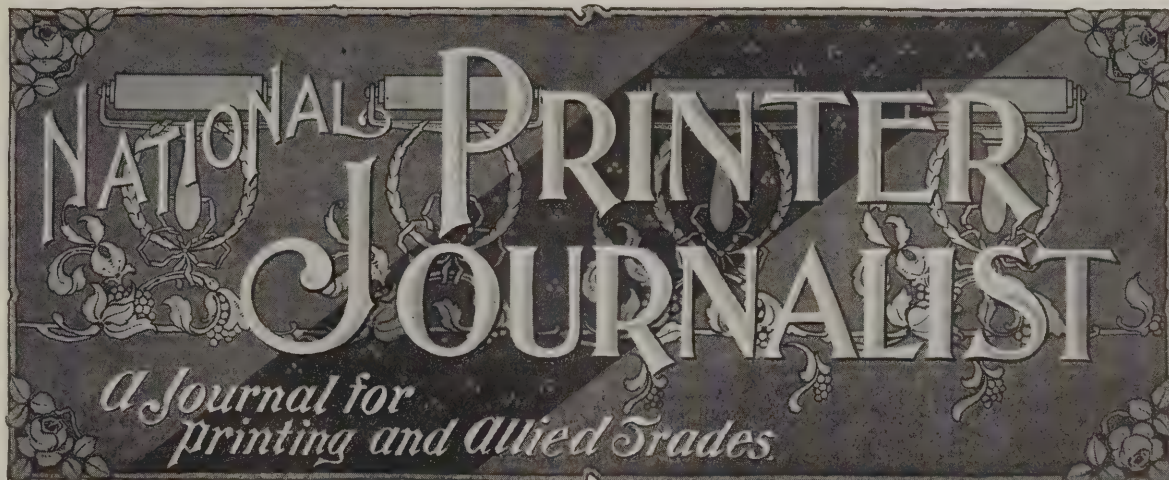
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The Convention of Circulators of Newspapers

Meeting of the National Association of Managers at the Waldorf-Astoria, New York City, June 11 and 12 — Papers & Discussions.



J. L. BOESHANS,
Secretary National Association of
Managers of Newspaper Circulation.

The newspaper without circulation is a messenger without feet or other means of delivering the message; it is a lever without a fulcrum on which to rest, a teacher without scholars, an educator without pupils, students or learners; a lecturer without hearers. Circulation is at the basis of all newspaper success, and all departments of the successful newspaper, under wise management, will and must be, to a greater or less degree, conducted with the idea of circulation in view. Without readers a paper must be without advertisers, and without reason for or means of existence.

With these facts in view, the importance of a National Association of Managers of Newspaper Circulation can be in a

measure understood, and the value to the newspapers of this country of a convention of these men for the discussion of best methods, and of the relation of the circulation to other departments of newspaper-making can be appreciated.

The Association was organized in Chicago in June, 1899, so this was the second meeting. The convention was called to order by the President, W. H. Gillespie, circulation manager of the Free Press, Detroit, at 10 a. m. June 11. The forenoon was principally taken up with routine work, calling the roll, reading the minutes, enrolling of new members, reports, etc., but in the afternoon the members got down to the discussion of matters pertaining to the calling—the leading papers from Minnesota to Massachusetts and from Missouri to New York, taking in Tennessee, Kentucky, Alabama and Virginia on the South, being represented.

The fraudulent reselling of papers on the trains and the return of papers that had been once sold and then gathered up and returned to the news companies and by them to the publishers, were two of the questions considered. The extent to which these practices obtain was shown to result in very large loss and, incidentally, the value of securing direct

house sales, making the paper of greater value to advertisers, was touched upon. Methods were considered as to the preventing of return of papers once sold. The New York Post prevents this by pasting together the upper right-hand corners of the first two leaves in folding, so that the second and third pages cannot be read without slightly tearing the white corners. No method except thorough detective work and the reporting of offenders seemed possible to prevent constant re-sales of the same paper. Some papers refuse to take back any papers, or in other words, deny the return privilege.

The carrying of papers at one-half cent a pound by express companies in the past and the recent demand of late on some lines, of the Government rate of one cent a pound, brought out many different views. Such a rate of one cent a pound would increase the expense, as was stated by one paper in the interior, over a hundred dollars a month. The good idea of a half cent within a radius of five hundred miles or less, one cent above five hundred miles and a cent and a half for a thousand miles was mentioned with some favor. It occurred to an outsider that if the express companies seek this business at one cent a pound, and on a pinch furnish the service at a half a cent a pound, why the Government should, as is claimed, pay eight cents a pound to the railroads, unless it be for the purpose of a subsidy on one side and the exploiting of a large deficiency on the other.

The methods of loading the mail trains with extra matter at the time of the quarterly weighing, so as to benefit the railroads at the expense of the Government, came up incidentally, and methods and preventives against such practice considered. Delivery by trolley and other methods that had in the main not proven generally satisfactory were discussed.

The cutting of prices to newsdealers and subscription agents, who then undersold the publishers, was deprecated. The Boston Globe and the New York Journal entirely refused to make any such discounts. A committee was appointed to agitate against such allowance of rebates to subscription agents.

At the opening of the second day's session the Treasurer made his annual report, showing the Association to be in good condition financially. The election of new directors resulted in the choice of W. H. Gillespie, Free Press, Detroit; Thomas Downing, Globe, Boston, Mass.; F. L. McGrath, Times, Buffalo, N. Y., and E. S. Crawford, Commercial-Appeal, Memphis. The other members of the Board are: S. J. Richardson, Journal, New York; H. J. Berkeley,

Inter-Ocean, Chicago; J. L. Boeshans, State Journal, Columbus; F. L. Thresher, Journal, Minneapolis; F. G. Hay, News, Indianapolis, Ind.; C. H. Motz, Times-Star, Cincinnati. The board then elected the following officers for the ensuing year:

W. H. Gillespie, President.

Thomas Downing, First Vice President.

H. J. Berkeley, Second Vice President.

J. L. Boeshans, Secretary-Treasurer.

After the announcement of the election of officers, the convention took a recess in order to secure, in accordance with arrangements made by the editor of this paper, the splendid group photograph of the members, presented herewith in re-engraved half-tone reproduction.

Following the visit to the famous Waldorf-Astoria Falk studio, the session work was resumed. Mr. Richardson of the New York Journal presented an interesting paper on "Eastern Methods in House to House Canvass." He explained that the papers in the large New York and New

American Newspaper Publishers' Association covered this matter to some extent by sending out a bulletin of delinquents with merely the words: "The following accounts have been sent to us for collection." This gives sufficient notice of the doubtful standing of the parties against whom the accounts are held and is about as far as it is safe to go in such matters. Mr. Downing of Boston thought a good way to prevent deadbeats would be to write to the applicant for papers to secure first the endorsement of a local circulation manager. This plan could be used to advantage in other associations.

A paper by P. A. Montgomery of the Chicago Daily Tribune, on "City Circulation," was read by the Secretary. He spoke very strongly of the value of a circulation by carriers delivering the papers at the houses. (This paper will appear later in our circulation department.)

Mr. A. G. Lincoln of the St. Louis Post-Dispatch discussed the subject of "The Relation that Should Exist Between the Circulation and News Departments of the Paper." He thought that, as the circulation manager directly and through his employees came into daily and close contact with newspaper readers, he could often inform the news department with regard to the news that the people want to read.

"How to Prevent News Agents on Trains from Reselling Papers and then Turning Them Back to News Companies to Be Returned to Publishers" was ably treated by R. S. Grable of The Star, St. Louis. His plan to prevent or to mitigate the abuse of the return privilege, after a paper has been once sold and read, was to ask the co-operation of the public by a line printed in black type across the top of the paper. This line would call attention to the injustice done to the publisher by the return of papers to be redeemed at the full price paid by the dealer after he had once sold the paper and made his profit thereon.

Mr. C. L. Loveland of the Chicago Times-Herald spoke along the same line on the topic, "Should We Abolish the Return Privilege or Place a Limit Upon It?" He inclined to the opinion that the privilege should be abolished, yet showed the difficulties by reason of the constant fluctuations in demand. This paper will receive further consideration later.

"The Best Methods to Secure and Maintain Circulation on Rural Free Delivery Routes" afforded a theme for the relation of some very valuable and practical experiences and plans by Mr. F. G. Hay of the Indianapolis News. He sent special canvassers over the routes on bicycles, paying from \$1 to \$1.50 a day and expenses. The mail carriers are made special agents as far as possible, allowing these carriers a commission. Independent routes have been established and the agents of the paper carry parcels and other mail matter for subscribers, and in some instances the special routes have become self-supporting and in other cases the special routes have become Government routes.

Mr. F. P. Glass of the Advertiser, Montgomery, Ala., spoke of an arrangement he had made to reach a city fifty miles distant promptly, and to supply places along the line, through the use of a special car driven by a gasoline engine. The car weighs only 1,000 pounds and can be readily removed from the track. It is guaranteed to run at the rate of thirty miles an hour and will run the fifty miles at a cost of forty cents worth of gasoline, and needs only one man in charge. The members seemed to be much interested in this experiment, the only question being as to the possibility of receiving permission from railroads to operate such a car.

Mr. J. F. Newbold of the Washington Star gave interesting information from the General Postoffice Department, Washington, bearing on the subject, "Outside Delivery of Newspapers; How to Get the United States Postoffice Department and Express Companies to Grant the Privilege." He claimed that the privilege is already in existence. The papers can be taken to the postoffice in the city of publication, weighed, and what is called "catch ticket" obtained on the payment of the postage. The papers can then be taken by special train or other conveyance to the points where it is desired that the packages shall be taken into the United States mails and they will be taken under the "catch ticket" and conveyed as directed.

Interesting remarks were made by a number of members on the "advantages offered by the association to newspaper managers."

Mr. R. E. Powell, of the New York World, said that in this as in all other associations of professional and business men, "in coming together to exchange views, we come to know each other better, we establish a better line of



W. H. GILLESPIE.
President National Association
of Managers of Newspaper Circulation.



H. J. BERKELEY
Circulation Manager,
Inter-Ocean, Chicago.

England cities are sold, so far as local circulations extend, almost exclusively through a dozen or more news companies, who buy the papers and supply news stands and small dealers and sometimes maintain or furnish local carrier routes. The papers know nothing about the subscribers or purchasers, and if any one wanting the paper calls at the office he is referred to the nearest newsdealer. Notwithstanding this the Journal keeps eighty wagons, a number of automobiles and other vehicles of its own to deliver papers to dealers as directed, and between one hundred and two hundred other wagons bear the name and advertising of the Journal and are furnished at an expense of about \$25 each by the Journal office. The circulator's duty in part locally is to see that the news companies are supplied and that the paper is properly advertised. He thought the newspaper should be as thoroughly and systematically advertised as is any other commodity. He thought the subscription plan would not work in New York City. Every man pays for his paper when he gets it. One day he will buy one paper and the next day another and if there is anything of especial interest he will buy two or three dailies. The majority here much prefer to pay ten cents each month for a magazine than to pay \$1 a year in advance.

Mr. Berkley of the Chicago Inter-Ocean read an able paper on "The Duties of the Circulation Manager." This paper will be published later in full in the National Printer-Journalist. One point especially impressed was to treat all employees like men and make them to feel that their duties are important and that they are a part of the newspaper and have much to do with its success.

A paper prepared by Mr. C. H. Motz of the Cincinnati Times-Star, on "A Way to Give One Another Information on Deadbeat Agents" was read by the Secretary. It seems there are agents or dealers who make it a practice of not paying for their papers and when dropped by one or more papers they find other publishers ready and willing to supply them. His idea was to have these reported quarterly to all circulation managers. It was suggested that the



Group of Members of the National Association of Managers of Newspaper Circulation.

Re-engraved halftone by F. A. Ringier Co. from photo taken at the second annual Convention, held at New York, June 11-12, 1900.

friendship and good fellowship. As the years roll on we become closer attached to each other. It cannot be otherwise than that all have been benefited, reaped mutual advantages as circulators of newspapers. It is a branch of the business that is becoming more important every day. It is being given more attention by the upstairs department and likewise by the publishers, particularly in New York here, where in many respects we are consulted by the publisher, the proprietor and the editor. I think that this condition will extend to and prevail in other cities throughout the country. While as an organization, we are still in our infancy, we are going to grow, and by coming together we are going to improve, establish ourselves more positively and permanently and make ourselves more valuable."

Mr. Downing, of the Boston Globe, said: "This association is one that will help every man that is in the business of newspaper circulation. An interchange of ideas is one of the best things that can happen to any of us. I know that when I started here, I did not have anything to say, and did not intend to say anything, but I have listened a good deal and have learned a good many things. I believe we will all of us go home feeling that we have learned just what we wanted to know."

Mr. Curtis, of Illinois: "I believe in people getting together and exchanging ideas."

Mr. Glass, of Alabama: "The more experiences we can get hold of and the more interchange of ideas, the greater benefit all will receive."

Mr. Berkeley, Chicago: "I hope every man here will go back to his work with renewed vigor, fresh ideas and something valuable and practical that will make the business manager feel that by sending that man here to this convention, the paper has gained somewhat that it would not have gained in any other way."

These remarks were followed by the nomination of the next place of meeting. On ballot, Buffalo, N. Y., won by a large majority. Everybody wants to be "put off at Buffalo" next year.

In the evening a banquet was tendered to the visiting members by the New York City Distribution Managers at Brighton Beach, which, with the visit to that delightful resort, was greatly enjoyed. The banquet was everything that could have been wished, and the sea and the weather were in most happy moods. The trolley ride out and back enlivened by sociality and song, was an important feature in the pleasure of the occasion. Mr. L. Wiley, of the New York Times, presided as toastmaster, and, with witticisms and laughter-producing stories added much to the jollity and good feeling of the occasion. The responses were all without notice and partook of all the freedom of impromptu talk. The New York hosts received many deserved encomiums and the guests present from all parts of the United States will ever have warmer places in their hearts for New York, New York newspapers and circulation managers, who were all voted "jolly good fellows that no one can deny."

RECENT LIBEL DECISIONS.



LEWIS SOLOMON recovered a judgment of \$491.63 against the American Mercantile Exchange in the Circuit Court of Penobscot County, Maine, for advertising for sale a judgment of \$32.27 against said Solomon.

The case was appealed to the Supreme Judicial Court of Maine, and was reversed and remanded because of error in admitting evidence. One witness testified: "The advertisement was posted for to spoil the character of men who do not pay their bills."

Another answered: "To notify creditors for to be careful of them people." This was decided to be error, as no witness has a right to give an opinion except as an expert, and it was for the jury to decide as to the purpose of posting the advertisement. If the jury shall find under the proper rules of evidence that an advertisement was published "for to spoil" it would not be justified only so far as it went to those having an honest purpose in having such knowledge, and published without malice.

Malice may be shown in various ways, such as the receipt of threatening letters before the advertisement for sale of the account.

Publishers should remember that in most cases the

truth must have been published with good motives, and for justifiable ends, in order to be a complete defense. Then again the publication of such an advertisement might contain an innuendo of dishonesty, in which case the publisher would be required to show affirmatively that the party was dishonest. The proof must be as broad as the charge. Publishers should not presume in all cases that all that will be required would be to show that a debt was due, or that a judgment advertised was a valid one.

* * *

Mrs. Harry Mathews brought an action against the Detroit Journal Co. for the publication of the following, which was sent to the newspaper by a correspondent:

"A Scandal at Wayne—Harold Ainsworth arrested for being too intimate with Mrs. Harry Mathews. Wayne, Mich., July 21 (Special).

Harry Mathews, a barber of this village, went to the barn early this morning to feed his horse. When he ascended to the haymow, he found Mrs. Mathews and Harry Ainsworth, a good-looking Frenchman, in a compromising position. Mathews at once swore out a warrant against Ainsworth charging adultery, and he was arrested. He was given an examination before Justice Deming at 10 o'clock and bound over to the Circuit Court in \$1,000 bail. Ainsworth was unable to furnish securities and was taken to the county jail on the noon train. There has been much talk in the village for some months about the relations of Ainsworth and Mrs. Mathews."

In an action for libel in the Circuit Court, the judge instructed the jury that they were to construe the language as to whether the newspaper charged adultery, and upon appeal the Supreme Court decided that this instruction was sufficiently favorable to the newspaper.

The rule of law is that the import of a charge must be proven, and where the language is uncertain in meaning, the jury is to construe its import.

There was no claim on the part of the publisher, so far as the opinion shows, that the publisher claimed as a defense that the publication was privileged, whether true or false, as a report of judicial proceedings. The publisher probably went beyond the limit of privilege by the use of one or two expressions which could have been omitted. The statement was made positively that the parties "Were found in the haymow in a compromising position," and that "there had been much talk in the village." In this case, under the usual interpretation, the publisher would be required to prove affirmatively the truth of the statements.

* * *

There was a criminal action for libel pending in a local court in New York, based upon the following language, written on a postal card, sent from one party to another: "You sucker, why don't you come and see me? You are afraid of me. You and your bitch woman dare not do it. Jail is a good place for you, and your woman, you sucker."

The New York World, in reporting this case as a proceeding of the court, said: "The warrant of arrest charges Greibel with libel based on a postal card he wrote to Mrs. ———, accusing Wellman of being a scoundrel. Wellman recovered a judgment of \$1,000 against the World for publishing this as a report of judicial proceedings. The court said that it was a mistake for the trial court to decide the case without submitting the meaning of the language to the jury; that is, if the jury should find that the fair import of the words on the postal card was to charge Wellman with being a scoundrel, this would be a fair report of a judicial proceeding, and consequently privileged.

The court said: "It is true the word scoundrel was not used on the card, but the language thereon stated facts which were tantamount to the accusation that the plaintiff was a scoundrel."

D. M. BUTLER.

Lincoln, Nebraska, June, 1900.

WELL PLEASED WITH THE ADVERTISEMENT.

Chicago, U. S. A., June 9, 1900.

National Printer-Journalist Co., 334 Dearborn Street, City:

Gentlemen: The current issue of the National Printer-Journalist received, which you have gotten up very nicely. We are especially well pleased with our one-half page advertisement and would be obliged to you if you would take a half dozen proofs of our advertisement before distributing, so we can use them for copy. Thanking you in advance for the trouble, we remain, yours very truly,

THE CHALLENGE MACHINERY CO.



PUBLICITY
(AND)
MORE WORK

FOR PRINTERS,
PRINTER-JOURNALISTS,
ENGRAVERS, DISTRIBUTORS ETC.

WHY THEY SHOULD HAVE THESE THINGS.
HOW THEY CAN COMMAND THEM.

CONDUCTED BY ICONOCLAST-BUILDER.
186 SUMMER ST. BOSTON, MASS.



"HOUSE-ORGANS" AND SIMILAR PUBLICATIONS.

A KANSAS printer writes that he has tried the scheme of persuading business houses to have "a little paper," or a booklet, or a magazine, "of their own." He tried it eight years ago, and it worked successfully for a time, but finally the customers backed out. He says the idea suggested in this department last month was only original so far as the collection of the data through clippings was concerned.

No claim was made as to the novelty of the house-organ scheme. But the very fact that the Kansas man tried it with success proves that under certain circumstances it can be made to work well. If it does not work well at all, or if it ceases to work well, there are probably reasons behind its laziness. Even if there is not money in it forever, there should be for a while, and new occasions bring new ideas. Moreover, times have changed a great deal since 1892. The successes or failures of that time belong to the ancient history of advertising. Many men who did not at all believe in advertising then know the exceeding value of it now. And at the present time, when people are generally able to spend more money, such schemes should pay the advertiser. Under the unfavorable conditions that prevailed in 1892, the business men looked upon such means of advertising as an unnecessary expense. Now, however, they will likely look upon it as an investment.

The scheme outlined in the last issue should not be a failure if it is tried with insurance men, at any rate; and it is the earnest wish of the conductors of this department that some of the readers should try it. If any should read this, who has not read the last issue of the N. P.-J., he should turn to the top of the second column of page 421, and if any one is interested concerning the *modus operandi* of such enterprises, the Iconoclast will be glad to advise him. No failure should result if such plans are laid with care.

"What was that you said?" enquired one pig of another at the time of the famous Shakespeare-Bacon controversy.

"Shakespeare never repeats," was the reply.

"But you are not Shakespeare," said the first pig.

"Same thing; I'm Bacon."

The Iconoclast and the Builder are neither Shakespeare nor Bacon, nor both, and we believe that for common people there is much value in repetition. So we wish particularly to call the attention of job printers, engravers, electrotypers, distributors, etc., to the fact that the following paragraph appeared in this department last month:

"Publishers who see possibilities in this department as it is now, or as it is bound to become through the able and valuable assistance of printers, engravers, etc., who recognize the advantages of making the department 'a clearing house of ideas' which will be to the mutual advantage of many—who are willing to help in anything that is likely to increase the efficiency and value of advertising in the ways especially advocated here, will find it of mutual benefit to send copies of this paper to 'Iconoclast,' 186 Summer St., Boston, Mass. A free copy of their publication would be of particular value in aiding 'Iconoclast' and 'Builder' to iconocelize and build, to what we trust will

be the lasting benefit of the classes in which we are especially interested."

We wish it understood that when we said "clearing house ideas," we did not mean a storage warehouse of praise. We have received a great many letters from printers, publishers, etc., warmly appreciative of this department and its aims, but offering no suggestions for its improvement. The printers have been very modest in sending samples of the advertising matter which they have gotten out with the purpose of securing more work.

We expected to get more suggestions along the lines of the new department. Only the other day, the editor of the National Printer-Journalist said, "It is only by your hearty sympathy that it will reach its greatest measure of success; and whatever help you give it will redound to your great benefit and advantage." We want to make this department of use; our experience is limited, on account of our number being limited; yours is boundless; let us have all the salient parts of your experience you can give and this department shall then become a power in the land.

We have received the following letter:
Iconoclast—Builder,

Gentlemen: Our experience goes to show that circulars and booklets are the best means of advertising our business. Our ads in the trade papers have rarely been profitable, but it will be rather odd if the publisher of the Printer-Journalist permits you to suggest that there are other methods of advertising more profitable than the columns of its publication. Very truly yours,
Boston, Mass. BURBANK ENGRAVING CO.

The publisher of the Printer-Journalist is broad-minded enough to permit us to suggest anything, whether he looks upon it as gospel truth or not. He knows it is as the great German poet said: "For enlightenment on any important question, we have to thank discussion alone." (A good thing repeated.)

He recognizes, however, the tremendous value of such a department as this, if properly supported by the trades it seeks to help. For over twelve years the National Printer-Journalist has ever had the interests of its subscribers in view more than its own; and it never hesitated to open its columns to a full and fair discussion on any matter of interest to the trades which most thoroughly enlighten the world.

We may take this opportunity to say a word in our own behalf—that we are neither owned nor controlled by any clique or faction; that our minds are open to conviction, and that our purpose in conducting this department is to benefit the trades which should work together for their own good and for the good of the advertising public. The National Printer-Journalist has not hampered us or limited us. These columns will be open to ideas whether they conflict with each other or not. It is only through the storm and stress of conflicting ideas that the calm harbor of enlightenment is reached.

"There is always room at the top," writes an enthusiastic admirer of the aims of this department. "There are so many papers and departments for the different arts

preservative of arts, that though I saw your announcement, I was afraid there would be no room for you. I find that I am wrong, as you have reached the top at a single bound."

Our correspondent is a little too flattering. The only reason that there is room for us is because we have taken a ladder on which nobody else had pre-empted. Therefore, we soon hope to reach the top, but it will be only through the boosting of the men whose banners we hope to unfurl to the breeze of prosperity.

A PERSISTENT PROBLEM.

Iconoclast—Builder,

Gentlemen: From our perusal of your announcement, we are inclined to think that the department of "Publicity and More Work" ought to be good enough for those who participate in its benefits. If there is one problem that more often and more persistently confronts us in our business and whose solution requires more expenditure of thought than any other, it is how to do for ourselves what we are endeavoring to help others do in the way of advertising their goods and getting more business.

We shall be glad to co-operate with you in the department referred to, to the best of our ability. Very truly yours,

MATTHEWS & NORTHRUP CO.,

Buffalo, N. Y.

E. A. KENDRICK, Sec.

In regard to this letter, we are sorry that we have not received more ideas as to how engravers, lithographers, printers, etc., have found it most expedient to advertise. We hope to get a good many accounts of the experiences of these trades in time for the next issue. Just as it is time to close the department, we have received a request for our ideas as to how printers should advertise by means of booklets. This shall have to be left till the next number.

ADVERTISING EXPERTS.

Be your own advertising expert, if you can, but do not despise the professional experts, if they seem to you to be fallible, like all other experts.

In our last issue, we spoke of the justifiable lack of confidence in the statements of some professional advertisement writers and designers. There is a good deal too much bluff and exaggeration among them, but, nevertheless, they should be trusted to know at least a little more about their own business than those outside its pale. Some of the trade papers devoted to the art of advertising seem to be a little hard upon the profession which they especially seek to aid. Speaking of the conflicting views of advertising writers as to the merits of the recent advertising put forth by the Paine's Celery Compound people, Advertising Success says: "It is unfortunate that in this line, the men who have no opportunity to study the results of advertising, will persist in giving vent to expressions as if so much law and gospel." This rather vague sentence is a little bit too hard on the right of a man who expresses his own views. Sandy Pope, when he wrote "Who shall decide when doctors disagree?" referred to doctors of philosophy, but his expression was deemed so appropriate to doctors of medicine that the phrase is popularly applied to them. And yet the physician is the man whom we trust most implicitly when we are sick, in spite of the conflicting opinions of the medical confraternity. If the "advertising doctors" (a phrase coined by the author of "Fowler's Publicity") should disagree, it is but natural, perhaps, although they have not had the same opportunity to study the results of advertising as the advertisers who know their exact gain and loss in dollars and cents, yet, if it were not for the advertising writers and journals, advertising would be in the same rut that it was fifteen years ago. It is the professional advertising writers who have brought the art of advertising more nearly to the position of an exact science. Though opinions may differ as to the value of advertising by certain methods, a great advance has been made since the days when only one business man in a dozen believed in any kind of advertising.

THE "JOURNAL" APPEARS INTERESTED.

The Iconoclast is greatly flattered by the scientific interest manifested in this column by the New York Evening Journal. A half-column editorial appearing in that didactic and moral paper has as its sole object the explanation of the meaning of the word "iconoclast." The Journal says: "We find that it comes from two Greek words—'eikon,' meaning an image, and 'klastein,' to break. Therefore,

your iconoclast is one who 'breaks images'—that is to say, who destroys accepted theories. If you cannot read the two simple Greek words, you cannot really understand your work. When you get the original meaning of words into your head, it makes you use them more intelligently and gives you a deeper interest in language. So take Ruskin's advice and learn the Greek alphabet, if you do not know it now."

The accepted theory that the big daily newspaper is of more value to the general advertiser than any other medium, it is the Iconoclast's wish to destroy. The Journal is an image, some of whose value to advertisers is largely imaginary, and it is our sacred mission, with the help of those who agree with us, to smash some of the ideas which the persistent personal advertising of the Journal has promulgated.

THE MORE EFFECTIVE WAY.

Iconoclast—Builder,

Gentlemen: We heartily endorse your idea, believing that the secret of success in any advertising is to "spread it," and not "put all your butter on one piece of bread," or "all your eggs in one basket," as seems to be done by a number of large advertisers who devote almost all their appropriations to extravagant spaces in the daily journals. In our estimation, it would be much more effective, if distributed through many of the smaller magazines in circulares and such advertising matter. Very truly yours,

Philadelphia, Pa.

GATCHELL & MANNING.

Many of the other leading men in the different trades endorse this department, in similar words. We want not only their endorsement, but their help.

AN INQUIRY ABOUT SYNDICATE SUPPLEMENTS.

The publisher of an Iowa weekly which Mr. Rowell rates considerably higher than "JKL," is nevertheless seeking for means to make his paper more popular. He writes to us asking if we know of any syndicate supplement which would make his paper more interesting, and which could be furnished at a sufficiently low price. "My paper," he writes, "is home-edited and home-set, as I consider the most of the patent insides and stereotype plates utterly worthless from an editorial point of view. I should imagine that the 'boiler-plate' people hired anyone that came along, the only requirement being that they could handle a pair of shears. Now the people of my district are generally people who appreciate goodness in a paper, and I know that if I could add something to the paper better than my staff and I can furnish, I could get more subscribers, and consequently more advertising, though I have more than have the general run of papers of my limitations. There is some advertising which I cannot take now, owing to the fact that I am somewhat inclined to Mr. Dana's idea that news and other matters of interest to a paper's subscribers are of more importance than advertisements. But advertisements are certainly of value to me, as there is not over-much money in running a small paper. But I know my people, and I also know they are disappointed if the columns for which they pay are overrun with ads. I see you are in touch with a concern that furnishes syndicate advertisements to small papers at small prices, and so I thought I would ask you if you know of anyone who furnishes supplements such as the New York Commercial Advertiser or the Boston Journal use, only for papers like mine—at a small price, of course. I would like to do something to do away with the competition I receive from big dailies, even here. I go to great pains to get local news, and I make the paper as bright as I can, yet know many people here who take magazines and so on, who 'cannot afford' their local paper. Now, I know these people are foolish, but I have reached a stage now where every additional subscription is a decided gain, and if they want magazine reading, I'd like to give it to them, and so induce them to subscribe. I know that when people once get to reading a local paper, they appreciate its value, and hold on to it. I think your department is timely, and I like to see a department and a paper taking such an interest in small publishers as 'Publicity and More Work' and the National Printer-Journalist. Go ahead, and hammer away at the advertisers who pass us by, to their disadvantage and ours. And answer my question—if you can."

The last sentence reminds us of a letter which the late Artemus Ward (not the genial proprietor of Fame; he has two a's in his front name) wrote to an inquiring creditor. The first page of the letter contained the words, "En-

closed find five dollars," but as the delighted creditor turned the page, he found only this qualification—"if you can." We know of no syndicate supplement of any value that is now being furnished, but believe such a supplement, if, as our correspondent says, it is furnished "at a small price," would be a decided boon to the publishers of the smaller dailies and Sunday papers and the better class of local weeklies.

We have before us the circular that went with a sample supplement issued last Christmas by a large edition printer. The supplement was certainly a very creditable one from artistic, literary and typographical viewpoints. It contained three short stories, and poems, sketches, etc., of a high order of merit, had a splendid cover designed by a leading artist, was well and copiously illustrated, etc. The only trouble with it appeared to be that it was a little too good, for that appeared to be the reason why a price was charged which, while being very low for such a high-class magazine, would nevertheless be rather more than the papers for which it was intended would care to pay. Either from this cause or because the printer was suddenly overwhelmed with other work that made a large demand on his resources, the project was set aside till a more favorable opportunity might occur.

The circular advertising the supplement has so many good ideas concerning the field for such a publication that we gladly quote a large part of it:

Every good newspaper is ever on the alert for improvements.

The chief problems before the management of such a newspaper are these:

What improvements will most thoroughly satisfy its present readers, so that they will always continue its satisfied patrons?

What innovation will so popularize the newspaper that the circulation of the paper will be thereby increased by an ever-widening clientele of satisfied readers?

What new idea will most appeal to the public?

If you add to your staff of writers or artists one or two geniuses in their line, only some of the people who are already reading your paper will notice the improvement. If you pay more for telegrams and for reports from all over the world than any of the other papers in your city, it will take a great deal of time and a great deal of the proverbial horn-tooting to make the fact generally known. Even your readers will not notice it immediately.

And the ones who notice it will not feel any special gratification, because they will believe that you are doing only what they consider the duty of a first-class newspaper.

But when, without increasing the price of your paper, you give it a fine magazine supplement, different in form, color and contents from your paper, every present reader, and many others that you would like to get as readers, will notice it immediately.

They will feel obliged to you for giving something that always appeals to the public mind—"something for nothing."

The news-columns of the New York Journal or World are not what attract the attention of New Orleans readers. The Picayune or the Times-Democrat furnish on Sunday morning to their readers the news which they do not read in the New York Journal until Monday evening, fully thirty-eight hours later.

It is the supplement, music sheets, humor sheets, etc., which make the New Orleans people buy the New York papers.

Still, people get tired of music, and a great many of half-tone and colored picture sheets. Humor in large doses is nauseating to many people. But it is an established fact that newspaper readers never, as a rule, get tired of short stories, especially when they are made doubly attractive by beautiful pictures drawn by the best and most up-to-date illustrators.

Any improvement in a newspaper will, in the course of time, be noticed by readers and advertisers, and is sure to result sooner or later in increased circulation.

But nothing will attract such immediate attention as a magazine supplement which makes a specialty of first-class stories, poems and pictures.

The New York Press is probably the originator of the short story magazine supplement. Its management started this feature when their Sunday edition was in imminent danger of being swamped by larger and more pretentious blanket-sheets issued by other New York papers that enjoyed, because of political and other reasons, a greater circulation. The plan was so eminently successful that the Press today, after a long trial of the new feature, boasts a surprising increase in circulation, giving this as a most potent reason: "Our Sunday magazine has solved the problem of providing for Sunday newspaper readers a supplement which will satisfy the public and be a credit to the newspaper that issues it."

Nothing but the best illustrations from the best artists, the best stories from the best writers will be used. There will be from three to five pages of fine half-tone illustrations of men and women talked about, of beautiful scenery, of famous paintings, and of other subjects of the day.

A 32-page book, well-illustrated, and enclosed in a two-color and occasionally in a three-color cover, full of good stories and illustrations, for the price that I am offering it, is really marvelous.

You can have the advantage of using a thousand dollars' worth of literary and artistic composition-work every week for a mere trifle, and can elevate yourself to an even more preponderant position in your city, if you will take advantage of this proposition.

THE NEED OF DIRECTORIES AND OTHER AIDS.

There is "a little rift within the lute" of national prosperity to which we called attention last month—the crying need of a good, reliable business directory of "these United States." Several letters have been received which heartily

endorse this department's views on the subject, but more than one correspondent testifies that there is a United States directory in existence. There is something that calls itself a United States directory—but it is of itself the best argument for having one worthy of the name. It appears from this directory that there is but one laundry in the entire country! The citizens of other lands, "when they receive this information," must cease to wonder at America's sockless senators. Then there are addresses which appear to be vagaries of the imagination; and a large number of names of those who have gone to that bourne where there are no postal facilities for communication with men still in business on this mundane sphere.

It is probably on account of placing undue reliance on directories of this kind that the advertising manager of the Siegel-Cooper Co. tells "Iconoclast—Builder" that when he tries to sell stock for that concern again he will not send out circulars at all, but will rely solely upon the big daily papers. Possibly, though, the ultimate result of the next trial will again be expressed in the words, "The returns were unsatisfactory and we had to withdraw the proposition."

A careful introspection of the matter shows that those who have money to invest in stocks are not generally those who are bidden to the banquet by means of the circular. It is "the highways and the byways and the streets" that receive the circulars. And, unlike the famous wedding supper of the man whose wealthy guests began with one consent to make excuse, the stock feast has as its motto the modern axiom: "If you hain't got no money, you needn't come 'round."

Undoubtedly many of these circulars go to the wrong kind of people, and even to people who, instead of investing where moth and rust doth corrupt, and where thieves break through and steal, have laid up for themselves treasures where neither moth nor rust nor money doth corrupt—and, moreover, have long since entered upon their inheritance. Suppose that out of 100,000 circulars printed by a concern that has what is likely to be a good investment, 99,797 are sent to that number of investors in the United States who are estimated to be worth \$50,000 or over, using the reliable list of a reliable addressing concern, would not the circulars be likely to "strike ile" in a good many places where the "ile" undoubtedly is?

The reliable concern referred to is Boyd's City Dispatch, of New York. Circulars placed with them are placed in turn by them where they are likely to be read, marked, learned and inwardly digested. It is their business to know to whom to send circulars. They keep in touch with the living, and let the dead bury the dead.

Geo. S. Smith & Co., Ltd., of London, Eng., an up-to-date addressing concern, has actually established on a firm basis hundreds of companies by securing them the money necessary to carry on business. They did this by mailing circulars to people who had money to invest, and who are not dead yet. The firm was established in 1886, but have kept in thorough and instant touch with the manifold changes which the hand of Time has wrought since then. In the year 1898 two hundred and forty-seven corporations used the resources of this company to invite people to invest money, sending out anywhere from 10,000 to 250,000 circulars at a time. The high character of the firm was a guarantee both to advertisers and investors. None of these companies are likely to make the claim that the large daily papers of England would be likely to give them better value.

In England the post-office recognizes the importance of this sort of service, and issues a receipt or voucher to addressing companies representing the amount of postage paid in each particular case. Thus addressing companies can furnish their clients with a guarantee that the work has been thoroughly done. The United States Post-office Department would help trade by making a similar concession.

There are, as already pointed out in this department, a few good addressing concerns in this country. But the business is as yet in its infancy in America as compared to European countries. In Berlin alone there are fifteen reliable directory publishers, three information offices concerning directories, twenty-five addressing institutions, and twenty-one establishments for dealing in addresses. In that city there is published a well-printed business directory which is sold for twenty marks (\$5), which contains more

than one million addresses, classified by masters of the art of systemizing, and corrected and re-edited yearly.

There is hardly anything of more importance to a publisher, a printer, or the business man who advertises through them, than to have good directories and a good addressing service at his command.

G. Hedeler, a leading international publisher of Leipsic, Germany, and proprietor of the Export Journal, writes to the Iconoclast:

"Could you give me the address of the publisher and the title of the best directory of book sellers, publishers, printers, stationers, bookbinders, paper dealers, paper makers and kindred trades of the United States and Canada? Caspar's Directory is too old, Lockwood and Geyer do not contain lists of printers, publishers, etc. The lists of the mercantile agencies are too expensive. I suppose that if there exists some other recent and complete directory of these trades at a reasonable price."

What is the opinion of the readers of this department as to the best directory of this kind available?

"READY-MADE ADVERTISEMENTS."

Some of the readers of this department have made, through the one page of ready-made ads. furnished them last month, enough money to pay for a twenty-five years' subscription to the National Printer-Journalist. That is, they got advertising from gas companies to the amount of \$50 or more, because the gas authorities liked the four gas advertisements, or because they had something to start a talk with when calling upon the manager or other official of the gas company.

This is only one side of the advantage—the direct result. The indirect result should help in making universal a class of advertising which people will read—the use of which was helped most largely by the advertising journals. Some merchants claim that they never advertised and yet built up fortunes from nothing. It is hard to convince them that though there are other roads to success than through advertising, it is nevertheless the straight and broad way. If the steam-roller that improves the advertising path and levels it so as to make easy traveling for the public be used, all should soon be made to see its advantage, even if they have hauled goods to market over a corduroy road in the old days when there were no other roads for competitors to travel. Some people say they have bought shoes for twenty-five or thirty years without having been induced to go to a certain party through an advertisement. They say they read the papers and look at illustrations, but not at the advertising. And when we see the class of ads. that appear in some of the papers they read, we are inclined to believe them. The advertising columns of a paper should be made as interesting as any other part. Then they would pay the advertiser, the publisher and the reader. The advertisements should be entertaining and instructive enough to be read and remembered by people who have no intention of buying anything at that particular time. If a man becomes interested in an ad. it is an easy thing for him to become interested in what it advertises.

There is room for literature, art, amusement, and instruction in the advertising columns of the small paper as well as in the large one. There is not only room but necessity for these things. It should make papers boom, which never boomed before; and those which always boomed, now boom the more. Such ads. will diminish the number of non-believers in the reading of advertisements in the smaller papers, and should also largely cause the number of non-believers in advertising to have well-prepared ads. of their own inserted in the smaller dailies and weeklies.

Nearly every man who deals in shoes can make certain statements concerning his shoes in a manner interesting enough to him, but not to those who may have need of his shoes. The art of writing advertisements that will appeal to the heart and the purse of the public is seldom attained by the average man. It generally requires long training and special study, and knowledge of human nature as well as of shoes. Therefore it is to the local publisher's interest to encourage in all ways possible the professional advertising writer, who knows how to prepare ads. in a manner which is admitted by the men who spend thousands of dollars annually in advertising to be the true means of interesting people in their goods.

The page of gas ads. in the last issue is a part of an advertising service which its publisher furnishes regularly to gas companies. It was intended to give advertisements for some other line of business this month, but as now is an especially propitious time for gas stove advertising, the gas ads. took well with local gas companies, and consequently local publishers who benefited from the last ads. have written earnestly asking, like Oliver Twist, for more. So here is the "more." Now, if the gas companies would subscribe to a service like the one mentioned, and obtain a number of electrotypes like this, suitable for advertising their business in an entertaining and instructive manner, and adapted to the season in which they appear, they should be benefited by it. And whatever benefits them in the line of local advertising should necessarily benefit the local job printer or publisher. So the local printer or publisher who knows the manager of a gas company should try his best to get the gas company to subscribe to such a service, because it is money in his pocket, and because of all the reasons we have given. He should remember that though an intelligent business man is often a disbeliever in advertising, once he is shown that advertising benefits his business, he keeps on advertising. If he didn't, he would be neither an intelligent man nor a business man. So because this season, when housewives suffer especially from the heat and discomfort and danger associated with other fuels than gas, is a particularly good time to talk to the gas companies, and most of all, because many readers of the N. P. J. have asked for it, we once more publish another page of electrotypes, any of which will be sent, postage paid, to any subscriber of the National Printer-Journalist, by that paper, or by "Iconoclast," 186 Summer street, Boston, Mass.

50	cents	for	electrotype	No.	4.
60	"	"	"	"	2.
\$1.25	"	"	"	"	6.

This, as you will see, is about the actual cost of the electros, packing and expressage. These electrotypes, though copyrighted, are released to any subscriber of the National Printer-Journalist. Certainly it is but the moral obligation of those who call on the gas companies to tell them expressly that they have the favor to use the electrotypes only at this occasion, and that gas companies should become subscribers to the service, thus reciprocating the kindness of the syndicate which gave us this privilege.

THE PRINTERS' INK BABY-SHOW.

The correspondence we have received from those who are not friendly to this family shows that what comes out of the mouths of these babes and sucklings is not accounted wisdom by many. The whole is judged by the part, and the ones who recognize the great services rendered by these papers to those in any way connected with advertising, are too few.

It is true that some of these publications have schemes of their own which they wish to further, and that some have more schemes than one; but everybody has his hobby, which it is to his interest to have others ride, and the world would be a less enterprising center of trade than it is if this were not so. The question is, are these publications worth their subscription price?

To some they are not, but there are a great many to whom they are worth a hundred times the money they have invested on these papers without realizing they were investing it. And there are thousands who never read them to whom they would be of benefit, and these thousands would do well to realize this as speedily as possible.

"Tis true, 'tis pity, and pity 'tis, 'tis true" that the most of them are particularly prejudiced against advertising by means of "printed matter," and a great many are against the local paper, especially the local weekly. It may be that some of them take this stand from ulterior motives, but some of them do it in all sincerity. The latter class, and the readers of the former class, should be shown the fallacy of such a stand. It will be the aim of this department to enlighten them, and through the aid of our readers to enlighten the people, on the efficiency of advertising mediums which have hitherto been comparatively championless.

One of the correspondents who has much to say against the Printers' Ink stand on the question of the big dailies, nevertheless appears to appreciate "the little schoolmaster," or he would not make such a suggestion as this: "Printers' Ink should have a continuous folio throughout the year, and an index at the end of the year, so that

IN THE HOT MONTHS NOW WHEN MANY SWELTER MAY  JUNE  JULY  AUGUST  SEPTEMBER  OCTOBER 	END THE CENTURY by taking advantage of one of its most epoch-marking discoveries—COOKING BY GAS—and one of its most blessed inventions—THE GAS STOVE. In hot weather, gas is pre-eminently the safest and most comfortable fuel. Use it THIS SUMMER and you'll find your food tastes so good that you'll cook with gas ALL THE YEAR ROUND.	GET A GAS STOVE NOW AND YOU'LL USE IT  <i>ALL</i>  <i>THE</i>  <i>REST</i>  <i>OF</i>  <i>THE</i>  <i>YEAR</i>
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GAS ADV. 2.

SO TIRED!



THEN WHY DON'T YOU GET A GAS STOVE?

It's a Woman's Best Friend

In an Age of Woman,
for it is the foe of Dirt,
Danger and Drudgery.

No more dampers to regulate—no more enervating heat—no more coal to lug from the cellar—no more weary kindling of fires—no more soot to wipe away—no more ashes to carry away.

GAS ADV. 4.

THE WICKEDNESS OF THE WICK

IS BAD ENOUGH

but it is by no means the only mean thing to be overcome in the problem of a perfect summer stove. It is true that in the "wickless oil stove" the wick bother is eliminated,

BUT YOU STILL HAVE

THE OBLIQUITY OF THE OIL

TO TROUBLE YOU

—the dirtiness, foul smell, dangerousness, and wanton wickedness.

THE ONLY PERFECT SAFETY THE ONLY PERFECT CONVENIENCE THE ONLY PERFECT SUMMER HAPPINESS THE ONLY PERFECT CLEANLINESS THE ONLY PERFECT COOKING	is obtained by using GAS for all Summer Cookery
---	---

Oh, what a pleasant time o' year Summer will be when

EVERYBODY REALIZES

THE GOODNESS OF A GAS-STOVE

GAS ADV. 6.

This department is continued on the following page.

people could more easily find the articles which have most interested or are likely to interest them most." Printers' Ink would certainly increase its value by taking this suggestion.

It is a bright family, and Printers' Ink appears to be proud of them all, but must sometimes muse sorrowfully over the text, "I have nourished and brought up children, and they have rebelled against me." Some of these papers are run for a special purpose—but "the ox knoweth his owner, and the ass his master's crib," and all these papers have their good points. They do not seem to cotton very kindly to some of the trades which it is our high-minded special purpose to aid—and that makes it all the more necessary for you to have an organ devoted to your interests. And if you help us to help you, perhaps when these children reach the ripe old age of Printers' Ink and the National Printer-Journalist, they will be wise enough to convert their own father.

OUR CREED—WHAT'S YOURS ?

Some of our readers are printers, some publishers, some both printers and publishers, some engravers, some distributors of printed matter—and so on.

When we bring forth an argument showing that advertising through printed matter is advantageous, we trust nobody will call us to account for being against newspaper advertising.

There will be many an argument for newspaper advertising. Several have already been brought forth.

We believe in all kinds of advertising, even in advertising in the big dailies. But we don't believe the claim made in their behalf that they can cover the whole field, and it also seems to us that their service is, for many advertisers, not worth the price they ask. We believe that, in most cases, advertising in the small daily and the local weekly paper, and through printed matter, can be made more efficient and advantageous for the money expended than advertising in the big dailies at their present rates, which the expense of modern journalism makes necessary. Though it will take time to make some advertisers believe it, especially in the case of printed matter, we have no doubt that \$10,000 judiciously expended will bring greater results if spent on the mediums we particularly advocate, than if spent on the big dailies. Still, we will try to do justice to all.

We will try to help all, where they deserve help; but as to pleasing all—who ever did?

But we want every one to look upon this department as a clearing-house of ideas. If your favorite advertising medium is the big daily paper, say why. If printed matter is what you swear by, send in your reasons. If the local paper pleases you best, you must have reasons for the preference. Send them in. This invitation is extended to all—publishers, printers, distributors, advertisers, or any one else who knows or thinks anything about a subject which should be thoroughly threshed. Write your views and send them in. If you agree with us, we want to know it. If you disagree, we want to know it. If you agree in some points and disagree in others, we want to know it.

ADVERTISERS ARE LIKE SHEEP.

Human nature is in many respects like sheep nature. Where one sheep goes, there go the other sheep also. Where one advertiser goes, others follow. The big dailies realize this; and they use much of their space to brag about how many more columns of advertising they have printed than their competitors. And moreover there are some big dailies which, in order to show more ads. than a competitor, ingeniously manufacture "want" ads. to swell their advertising columns. This is a fraud upon the public and upon their advertisers, but they feel that they must keep up with the procession, honestly or otherwise. Such dishonesty is generally stupid, and in time reacts against the paper that employs it. The advertiser who pays not only for his own space, but also for that occupied by advertisements that have no excuse for existence, puts his ads. in bad company. The ad. that associates with "dead" ads. is likely to become infected; the ad. that is seen in the company of advertisements which are known to be "fake" ads. sooner or later is judged by the company it keeps.

And the paper whose advertisements are many and are all legitimate—is it such a great advantage to advertise in such? Is not a humble advertisement likely to be unnoticed in the crowd? Has it the individual advantage that accrues

to the taking booklet or circular? It would not seem so—yet advertisers appear to lack the power of seeing the truth of this self-evident proposition. Why? The answer lies in the first line of the popular confession: "We all, like sheep, have gone astray."

EXTRA-ORDINARY WASTE.

In taking exception to the statements of a prominent advertising writer that the daily papers of the largest circulation had the least waste, we neglected to mention one very large item of "waste" to the advertiser. That is the waste occasioned by extra editions. It is strange that some of the public should cheerfully buy extra after extra to get the latest news, or what appears from the alluring headlines to be the latest news, but such is the fact. Many a man buys several copies a day of the New York Journal, for instance, simply to read the few lines of small type which the great letters make one imagine is something very important. Sometimes the news is really important, more often not—but the news seeker buys the extras in either event. Now all these extras are included in the enormous circulation of the big dailies. But the advertisements in at least nine out of the ten extras the extra-extremist buys in the run of a day, simply waste their sweetness on the desert air.

THE DISTRIBUTORS DESERVE SUCCESS.

In the candid opinion of many who "have been through the mill," the same talent and energy required to make the distributing business successful would be better repaid in almost any other calling.

So says that successful distributor, W. H. Steinbrenner, in his useful book, "The Successful Distributor," which is just out. Such remarks as these have been made by many of their own business, and no doubt there is considerable truth in Mr. Steinbrenner's words. Certainly many of the professional distributors of the land display wonderful talent and energy, and perhaps they are not over-repaid—as yet. But talent and energy make a combination in any business, that set it right in the path of success, and in time are sure to make the welkin ring and bring things right in the way of their owners. When advertisers wake up to the tremendous importance of the distributing business, distributors will reap the reward of the talent and energy now being massed to bring about this "combination devoutly to be wished."

Mr. Steinbrenner gives this interesting picture of how up-to-date distributing differs from the old kind, in much the same manner as we called attention to this fact last month:

Some years ago distributing was done, with a few exceptions, by any old barroom loafer and happy-go-lucky Tom, Dick or Harry, or by boys who had nothing to gain and nothing to lose. Matter was simply wasted by being thrown in rivers, creeks, sewers, under culverts, burned or sold as old paper. Some of it was never taken from the freight depot, and what little was distributed was scattered along the sidewalk, thrown in the yards, five and six and even as many as a dozen pieces at one place, to be blown around by the wind, rained upon and destroyed; thus very little of the matter was ever read, and the results, for money expended, were very unsatisfactory. Oftentimes advertisers would never hear of their paper or samples again. Those doing the distributing were not in the business legitimately; their reputation was not at stake, they did not figure on future patronage and cared nothing for results. They did not consider the advertiser's interest, their only object being to get rid of the advertising matter in the quickest possible way, in order to get their pay. These conditions forced advertisers to employ distributors at a greater expense than if reliable local men had been employed to do the work.

All this has been changed by a few men who knew that if the advertiser received a first-class service, house-to-house distributing would pay better for the amount invested than any other method extant. They were also aware that by giving a first-class service and conducting the business in a business-like manner, they would succeed in placing distributing on a level with other legitimate business pursuits.

Now, it is just because old methods of distribution were so faulty that it is taking time for advertisers to thoroughly appreciate the difference between them and the modern systems.

There is a glorious future marching right along in the direction of the present to meet the new kind of distributor. And considering how little encouragement distributors have received so far, it is cheering to see how courageous a fight they are keeping up and how they are at last surely overcoming all prejudice against their business.

If the publishers of local dailies and weeklies made the same united stands that the distributors are making, and refused to believe that because some of the Printers' Ink family tell them that they are back numbers, it must needs be so—if they would fight for their rights as boldly, they would also prepare the way to a glorious advertising

triumph. They would benefit the advertiser, and benefit themselves. The local newspaper would soon become as great a force in advertising as it assuredly is in politics.

The distributors, through many organizations and publications, keep hammering facts into the public mind—and they will have ultimate success as surely as “keeping everlastingly at it” brings it.

We cannot too emphatically call the attention of printers to these powerful allies of theirs. Let them join in the attack on the citadel of Advertising Success, and they will get a fair share of the reward.

PROVERBS AND DEDUCTIONS.

The only way to appeal to human nature is to know human nature, and act upon the knowledge.

The printer or small publisher is worthy of his hire.

The man who has one talent and uses it to buy space in small newspapers is oftentimes wiser than he who buries ten talents in the overcrowded columns of the big daily.

No advertising is good advertising unless it is read.

Some advertising media claim to be the only pebbles on the beach. But verily there are stones of more value and effectiveness than pebbles.

Before men invented alphabets, they could read pictures. And mankind has never outgrown its love of a picture that tells a story. The well-illustrated ad. has an effect which mere type oftentimes cannot produce.

The man whose heart does not thrill at the sight of the little country paper from his old home has no heart worth mentioning.

The observing writer of the wonderful book of Ecclesiastes told this story of what he had seen, and as he shows both in the introduction and moral thereof, the facts greatly impressed him:

There was a little city, and few men within it; and there came a great king against it, and built great bulwarks against it:

Now there was found in it a poor wise man, and he by his wisdom delivered the city; yet no man remembered that same poor man.

Then said I, * * * The words of wise men are heard in quiet more than the cry of him that ruleth among fools.

The latter-day descendant of that poor wise man is the country editor.

The art of the modern engraver is a worthy handmaiden to the art of the modern printer. And the wise advertiser employeth both.

It was said of old time:

No man, when he hath lighted a candle, putteth it in a secret place, neither under a bushel, but on a candlestick, that they which come in may see the light.

But that was before the days when men paid for having thousands of circulars printed, and had them distributed by the bushel instead of in an intelligent way to the people they wished to enlighten.

The phrase “known circulation” applies in its truest, fullest meaning only to printed matter carefully distributed.

The lever of the Washington press has been the Archimedean lever that moved the world. The smaller cities and towns contain the main population of a country. The smaller newspaper is the true moulder of public opinion.

An advertiser owes it to himself to learn all he can about advertising. He should not bow down and worship someone else's say-so. He should give ear to the still small voice of the humbler and less blatant advertising institutions.

Those engaged in the business of advertising others should take a little of their own medicine. The big daily papers have done so—hence their success.

The old kind of distributor was small potatoes and few in a hill. The new kind furnishes one of the most powerful forces in up-to-date advertising.

The monkey can give a very good imitation of the roar of a lion to those who have never heard a lion. Almost

any kind of advertising chatter goes until the advertiser who can roar, and can back up his roar when necessary, appears on the scene.

A pitch in time saves the nine. An ad. aptly sprung upon the public is like apples of gold in pictures of silver.

The best kind of journalist is the printer-journalist.

The reader's attention is diverted by many things beside your ad. when he reads the big daily newspaper. He seldom has time to notice it, let alone read it. The man who reads the smaller newspaper reads it all, and takes it home to his family. And the reader's attention is exclusively yours when he reads your circular or booklet.

The only kind of Publicity that benefits the man who works is the kind that brings More Work.

It's not the coat that makes the man—it is the pants. It's not the medium that makes the advertiser—it is the people who are reached by the medium.

A living dog is better than a dead lion. The dead man to whom a circular is sent by an unreliable addressing agency is of no earthly use to an advertiser. The dead ad. smells to heaven.

All things work together for good to those who work together for good printing, good engraving, good electrotyping, good distributing and good advertising.

A GREAT BENEFIT.

Co-operation in Illustrating Newspapers Advocated.

B. B. Herbert, Chicago, Ill.:

Dear Sir and Friend: I have looked over the advanced sheet of your department of “Publicity and More Work,” and believe that it will be a great benefit to the country publisher and should be thoroughly appreciated. The country paper should prove more beneficial to the advertiser (I refer to the general advertiser) than the magazine or city daily, as it is more closely read, the daily being cast off after a hasty glance, while the country paper is read from top to bottom, many who are subscribers thereto taking no other publication and therefore read ads and everything else. It is the connecting link which unites them with the great world outside.

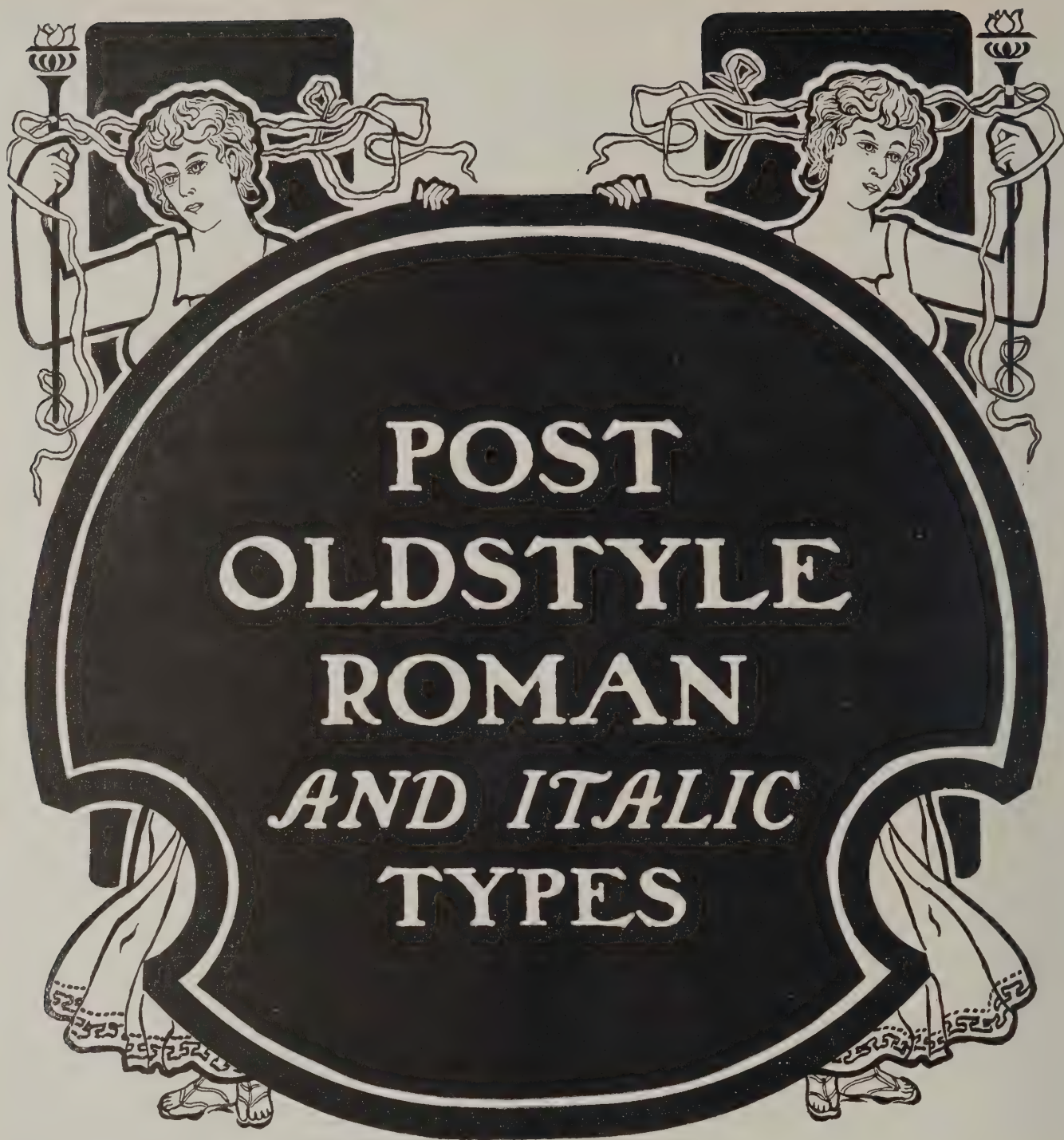
I have long had an idea and a desire to brighten up my own paper by running a halftone cut on the front page of views and scenes similar to those published in the Printer-Journalist and the magazines of the country; and for a time I secured such cuts from the Scientific American, and I know that they were appreciated. Now, why can not these cuts be secured and when used by one publisher passed on to another and thereby save expense? When one paper takes up such a thing alone, as I attempted, it is too expensive, but where a number could take up with the idea, passing the cuts on by freight when a supply had been accumulated, just as the traveling libraries are operated, it would have a tendency to brighten up many an otherwise dull sheet. Although it is apparent that many publishers are not equipped for handling such cuts, yet more good presses are constantly going into the country offices and with the use of a trifle better grade of paper the appearance of papers would be greatly benefited and the reader as well as the advertiser would have a better opinion of the publication. Respectfully,

H. C. HOTALING.

WHAT A PAPER IS FOR.

An editorial is taken from the New Vienna (Ohio) Reporter, and given below without comment.

If a newspaper is not to publish the news what on earth is it for? Every issue of every newspaper in the world contains something distasteful to somebody, while the other fellow thinks it's just the thing. Just so, if you sit down at your neighbor's table, you invariably find something not to your liking, but you don't smash the dishes, throw the good wife out of the house and “raise Cain” generally, simply because you see something you don't like. We have known some editors complain because their patrons didn't hustle around and bring them the news. We hustle for it, get it and publish it, too. If there's any part of it you don't like conclude that “there are others” and let 'er go at that.



Showing Three Distinctive Series

Attention is called to the fact that three distinctive series are here embodied — both a light and a dark series of the Roman, and the Italic series.

Made from Drawings furnished by the Originator, by the

AMERICAN TYPE FOUNDERS CO.
UNITED STATES AMERICA

POST OLDSTYLE ROMAN

with the *Post Oldstyle Italic*, made by
American Type Founders Company



N presenting the “Post” letters to the fraternity we would *call attention to the following points of superiority*: There are two distinct weights of face to the ROMAN SERIES, in all sizes, from 6 to 72 Point. 

This is a feature of inestimable value to the modern printer, enabling him to control the balance, while retaining the character, of the more particular classes of work. All the sizes of either series, *including the Italic*, line accurately with the same sizes in the other series, and combinations of sizes are lined with regular point justification. 

PRICES OF FOUR SIZES OF EACH SERIES

Post O. S. Roman No. 1

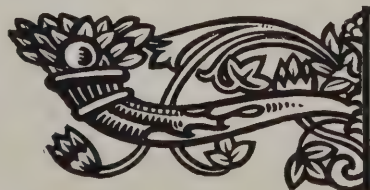
14 Point size	12 A \$1.55	18 a \$1.45
18 Point size	8 A 1.65	12 a 1.60
24 Point size	6 A 2.05	9 a 1.70
30 Point size	4 A 2.25	6 a 2.00

Post O. S. Italic

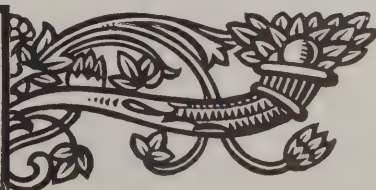
12 Point size	10 A \$1.05	25 a \$1.45
14 Point size	9 A 1.25	20 a 1.50
18 Point size	7 A 1.30	16 a 1.70
24 Point size	5 A 1.60	12 a 2.15

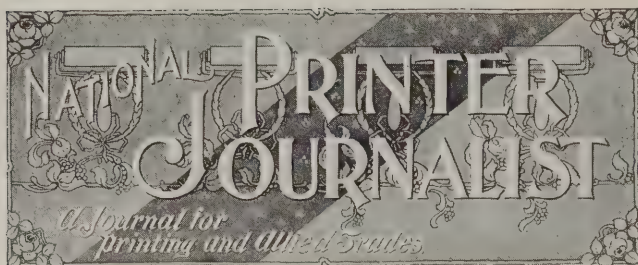
Post O. S. Roman No. 2

12 Point size	12 A \$1.35	18 a \$1.40
14 Point size	10 A 1.45	15 a 1.55
18 Point size	7 A 1.50	10 a 1.75
24 Point size	5 A 1.75	8 a 1.75



**American
Type Found
ers Company**





Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY.

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

*Business Office and Editorial Rooms, 410 Caxton Building,
334 Dearborn Street, Chicago, Ill.*

SUBSCRIPTION PRICE, \$2 PER YEAR.

In England, 10s. 6d.

May be obtained in England from the International News Company,
Breems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep this monthly on sale regularly.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - JULY, 1900.

The closer a journal or newspaper gets down to its constituency the more valuable is that paper to advertisers. The paper that merely attracts a glance at head lines or at pictures or artistic effects, without winning personal interest and attention followed by reading and careful reference or examination time after time, is of very little profit to advertisers though the circulation may run into hundreds of thousands.



This is an age of organization and association. The object is nominally at least either aid, protection or improvement, though it is feared that the end is sometimes lost sight of or at least not attained. Gregariousness is the instinct of most animals, yet there is little improvement in mere flocking together; men do not advance or improve in flocks but as individuals. The frenzy of the unreasoning many is often dangerous and leads to destruction. In associations there must be some object higher than selfishness or pleasure, else demoralization and degradation must result. There must be individuality and a certain amount of wholesome resistance. Each must learn as an individual and in no way subordinate his conscience or judgment to the many. The multitude knows no more than the individuals of which it is composed, and is often swayed more by blatant ignorance, passion and prejudice than by reason. A multitude of ignorant witnesses who testify only of what they imagine or believe never establish the truth though they may be ten thousand to one.

So much has been written about the relations of labor and capital that words have darkened wisdom. There is no fetish, no mystery about either. We have been in this

world for fifty-seven years, and during that time have worked for wages, for a salary, for fees and for profits, and never have found anything degrading or enslaving in either kind of work; never found that men looked upon one employment different than upon another, so long as the money was earned, and never found but that employers were glad to get work done and to pay for it at what in their judgments they thought they could afford, and in our judgment we thought we could take. We have plowed corn, hoed potatoes, drove breaking teams, mowed grass, bound wheat, worked in a lumber yard, taught school, plead law, edited and published a daily and weekly paper, done printing, run for Congress, and throughout all felt just as independent and free as can the wealthiest millionaire or the highest official. We have found hundreds of thousands of other Americans have gone through like experiences and have been respected all the time. They have never thought of themselves as belonging to one class as distinguished from another. When we prospered we bought property, built homes and rented them out, loaned money, and dealt in real estate, and lost our money. In no condition did we ever feel any different than we did when working for wages. We have associated with laborers, with wealthy men, with employers, with lawyers, doctors, editors, educators, soldiers, congressmen and United States Senators, and found that they had gone through like experiences, and that none of them had felt degraded by day labor or that there was anybody above them when they were wage-earners, trying to keep them down or to oppress them. They never thought that they were wage slaves. We have heard more than one wealthy man say that the happiest days were when receiving stipulated wages without worry or care. It is very unfortunate that foreigners, who have come to this country from lands in which classes and oppressions are traditional have imported some of their ideas that are entirely fallacious in free America. These demagogues have encouraged these ideas, and good men have caught the frenzy that is not a whit more sensible than witchcraft, hunting for the demons that are supposed to have suddenly possessed those who have built up wealth to give employment to others. There are not ten wealthy families in the United States whose heads have not commenced life as wage earners; not a U. S. Senator or Congressman and not three Presidents in the United States who has not been a wage earner. These men have all of them worked willingly for those who chose to employ them, studied, saved and looked forward to mental and physical growth, increased skill and ability to earn their way. The more useful they become to their employers, the more they received. As they increased in knowledge and ability they advanced. Never did any one of them think of trying to compel others to quit work, nor of controlling the business or money of their employers. Had they been running after trouble, finding fault with the capital which they wished only the opportunity to earn; paying out of their earnings to maintain other people's quarrels, to support business agents to interfere with other people's business, strikers in idleness and criminals in the destruction of property and in assaults on other workers and helpless women, they would probably be now nursing their imagined wrongs in some shop and the country would have been in the condition of anarchy to which it is now hastening.

As the great political campaign of 1900 is now opening, it will be well for editors to remember that opponents are not to be won over by misrepresentation, abuse or vilification. The effective speaker or editor is the one who treats his antagonist with fairness and courtesy, thereby securing

a respectful hearing. Besides, the newspaper man expects to be in business after the campaign is over and will need the confidence and respect of members of all parties in the successful prosecution of his business.



Our friends in the Arkansas Press Association are seeking the remedy of inequalities, as they view the matter, in the postal service, but there are other things much more potent than any that are pointed out in the preamble and resolutions, affecting the prosperity of the local press. We doubt very much whether a local paper is injured very materially by any circulation of the great dailies or weeklies that can be reached. The fact is, too, that express companies find it profitable to carry papers to news dealers and local agents for even less than the postal rates charged by the government. The big papers get circulation, as will be seen by reading the very brief account given in this issue of the meeting of circulation managers in New York City, by constant push and advertising. Take the too briefly reported remarks of the circulation manager of the Indianapolis News, as to the manner in which the rural free mail delivery routes are followed up, or where these do not exist, special routes are established by the newspaper. We believe that many local papers do not canvass as much as they should; do not advertise their papers sufficiently; do not keep their papers so thoroughly distributed as to make it impossible for any one of their natural constituents to miss the opportunity of subscribing for or buying the paper. The local paper has a different field from any that can be covered by the metropolitan daily or weekly. The local paper must be in touch with every local interest and must contain every possible item of local news. Every home, every house, every farm should be visited. Every improvement noted and every possible improvement suggested. The local paper should be a humble, teachable, ever learning and ever helpful friend of every farmer, every manufacturer, every laborer, every merchant, every teacher, physician and lawyer; of every society, church, school and worthy institution; of every public officer, every road builder, supervisor, commissioner, register, auditor, treasurer, mayor, marshal, constable, clerk, judge and sheriff; of every man, woman and child in his community, city and county. The local news and local interests may not seem so great as making Presidents of the United States, but they are vastly more important to the parties concerned and, in the aggregate, are of more value to the prosperity, peace, good government and happiness of the people. We believe that the United States government, in recognition of the value of local papers to the communities where published, carries these papers anywhere in the county where published free of charge. This consideration should be appreciated and made the most of for the prosperity of the paper and of the community. It is wise to be jealous of our rights, but there is little gained by looking at the faults of others or their superior successes or opportunities and imagining that we are injured thereby. It is much better to study their virtues, their good points, their merits, enterprises, and best business methods and thereby adding all the best that can be gained from these to our own best plans and opportunities, win the success which can not be taken away. In all this and as the point of the whole, remember the words of Horace Greeley: "The subject of deepest interest to the average human being is himself." The local newspapers and the local editors are nearer to the average human than are any others.

The newspaper that goes to the offices or homes is the best medium for advertising known to the world, yet there are other mediums and the newspaper or trade journal

going to a certain class of buyers, is properly to be supplemented by attractively printed booklets, catalogues, brochures, pamphlets or cards. Some branches need but very little except the newspaper or trade journal. A recent test was made at a popular entertainment. One who had used all kinds of advertising distributed slips on which was printed a list of the various forms of advertising that had been employed and each member of the audience was asked to check off that which had induced attendance. Out of eleven hundred slips gathered, on 991 "newspaper advertising" was marked. Illustration has become so perfect and cheap that articles of all kinds can be so attractively presented in trade journals and even in newspapers that specimen books and catalogues are not as necessary to-day as they were ten years ago. Yet no wise man puts all his eggs in one basket or his advertising in one medium. It takes ten-fold more advertising to-day to bring results than it did twenty years ago, but the results are ten times as great.



The following communication was received from a subscriber in Kansas:

National Printer-Journalist Co., Chicago, Ill.:

Dear Sirs: Enclosed find \$2 to pay subscription and also a circular from a newspaper job office in this city. The newspaper advertises that it will print legal notices for 15 cents an issue per inch and legal briefs for 40 cents a page. The subscription price of the paper is 50 cents a year. Please let me have through the Journalist your real, honest, square ideas about that way of doing business and that kind of competition. Respectfully,

E. A. W.

The circular referred to in the above advertises letter heads \$1.25 per thousand, note heads \$1 per thousand, envelopes \$1 per thousand, statements or bill heads \$1 per thousand, dodgers 50 cents up per thousand, business cards \$1 per thousand. The opinion of all men of experience in the business could only be that the prices are ridiculously low. The publisher and printer who advertises to do work at the prices quoted gets off the gag which has been used so often and is so old that it is said by some to have been in use in Washington's time about having a "brother in Canada who steals his stationery, a brother-in-law who happens to be an inspector at the customs house and winks at smuggling the goods through, a graft with the railroads that saves the freight and printers so fond as not to wish to hurt the employer's feelings to ask for pay." This is supposed to be humorous. Yet under the statement is the covert recognition of the fact that such prices are necessarily dishonest—somebody must be wronged. Such a paper must be published with the idea of swindling somebody if the other advertising rates are on a par in price with those quoted or must be of a character to injure the city of publication and at the subscription price named a loss to those who pay subscriptions for the paper. It is probable at the price of 50 cents a year that the paper does not in any way compete with or hold more than one-fourth the circulation of other local publications that maintain a subscription price twice or four times as high. Business men who know anything about advertising realize the fact that both the character and circulation of a paper must be taken into account in the securing of results. A paper that creates disgust or bears the impression of being a cheat never brings business, but is apt to throw dishonor and suspicion upon all connected therewith. As to the job printing, the cheap is always the dearest; slovenly printing always conveys the idea at once of shoddy goods in the store or inferiority in any line of business represented thereon. All newspaper advertisements and all commercial stationery are expected to please, attract and to leave a favorable im-

pression. Good printing can not be furnished at the prices quoted. The printer who undertakes to accomplish such an end must sooner or later be a bankrupt and leave the field open to his more honorable competitor. If business men patronize a printer who does work at less than cost they are receiving either inferior stock or rushed work which is certain to be poor. Speaking from experience the very cheap man is not a formidable competitor. Business men as a rule rather prefer to pay fair, living prices for good work. The way to meet the kind of competitor shown up by our Kansas friend is to do good work and get out a good paper. Educate the people in what good work is and charge fair prices. Plainly state to customers that good work can not be honestly done at the prices quoted and the competitor, knowing that all intelligent people recognize the fact, is compelled to trump up a pretended excuse which is false on its face for making such prices; that if a customer can really get honest, satisfactory work done at prices given and cares nothing as to the character of the man with whom he deals let him place the orders with this competitor, for the more work the printer does at a loss the sooner will he be out of the field. Show customers the difference between good work and poor. Never try to meet such prices except with the statement that you keep the best type and machinery, paying living wages and stand ready to guarantee good work at living prices, and that it will not pay your customers to use poor printing.

Editorial Notes and Points.

The International Brotherhood of Bookbinders held its biennial meeting at Cleveland, O., June 5th. About one hundred and fifty were present. The local union made the occasion one to be pleasantly remembered. The most important action taken at the meeting was the appointing of a committee of arbitration as a means of settling labor disputes.

The members of this committee are Edward W. Tatum, of Chicago; J. L. Feeney, of Washington; and Charles F. Weimer, of New York City. The appointment of this committee is significant as showing the anxiety of trade unionists to avoid disastrous strikes and to meet in a spirit of fairness and on terms of equality with the employers of the country for the purpose of settling all disputes by arbitration. The duty of this committee will be not only to meet with a similar committee from the American Publishers' Association for the purpose of settling strikes, but the two committees will meet from time to time for the purpose of defining the rules and agreements which have been agreed to by the employees and employers.

The International Association of Bookbinders is a branch of the Allied Printing Trades. The associations which are allied under the name of the Allied Printing Trades of America are the bookbinders, the International Association of Printers, and the International Typographical Union. In order that the action of the bookbinders may be effective a similar arbitration committee must be elected to represent either the Printers' Association or the Typographical Union.

The following officers were elected: President, Edward W. Tatum, Chicago; Vice President, Robert Glocking, Toronto; Margaret Walsh, of Boston, and J. A. Ridley, of Des Moines; Recording Secretary, James Fitzgerald, of New York; Financial Secretary, James B. Espey, of Washington; Statistician, Benjamin Broadburt, of St. Louis.

In a recent disastrous fire at Milbank, S. D., the Grant County Review suffered the entire loss of its splendidly equipped building, newspaper and job printing plant. Besides the building and plant, Editor Henry S. Volkmar

lost all his books, printers' magazines, relics, souvenirs, etc., gathered during his twenty years as a newspaper publisher at Milbank, saving only the files of his own paper. The editor of the other local paper, W. W. Dawnie, of the Herald-Advance, immediately tendered the temporary use of his office to his unfortunate competitor, and though the copy gathered for the week disappeared in the flames, the Review did not miss an issue. The insurance was only about one-third the value of the plant, on account of the high rates, but the editor has received many kind words and encouragement in every way and is pushing along with a determination to "keep agoin'," just as ever. The National Printer-Journalist wishes him all the splendid success that he deserves.

Gothenberg, Sweden, has a first printers' exposition from July 15th to September 1st this year. The greatest attention will be paid to the present status of book printing, and it is intended to show a printing office in operation; and for this purpose an agreement has been made with a machine firm which will send a collection of presses for common book printing, for colored prints and illustrations; also folding machinery, paper cutters, pamphlet binders, a typesetting machine and a type-moulding machine. It is also intended, if possible, to illustrate the progress of the art by exhibiting a printer's shop of the middle ages and a paper factory producing hand-made paper. Besides rare and unique books, prints, etc., which are of value especially to printers, the exhibition will embrace things of interest to everybody, such as artistic book covers, original drawings by Swedish and foreign artists, and a collection of all kinds of products of the graphic art—wood cuts, copper engravings, etchings, etc.

The Supreme Court of the State of Washington has decided in harmony with law and precedent, founded on sound sense, long experience and established custom of which the memory of man in English and American jurisprudence runneth not to the contrary, that—

"Contracts in restraint of commerce and trade have always been obnoxious to the law and fair reasoning and correct legal analogies would seem to imply that in so important a field as of news and intelligence to the public an agreement to restrict or monopolize agencies of disseminating such news and intelligence should not be upheld."

This principle applies to printers and newspaper makers as well as to other people.

Mr. Hiram Young of the York (Pa.) Daily Dispatch, and a delegate from that State to the last two conventions of the National Editorial Association, was tendered a complimentary banquet on May 14th by the employees of his paper in celebration of the 70th anniversary of his birth. The editors of other papers in the city and the Mayor were among the guests.

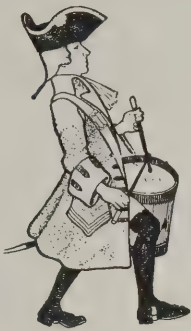
Mr. Young has been continuously engaged on the paper, which he founded in 1864. He is President of the Pennsylvania Agricultural Society, Trustee of the State College, and a member of the State Board of Agriculture.

He was one of the most vigorous and entertaining speakers at the recent editorial convention in New Orleans.

Charles Eneu Johnson & Co. have doubled the floor space of the Chicago branch within the last year. The business is in a flourishing condition. It could hardly be otherwise with such a man as A. H. McLaughlin as manager. Genial "Andy" is well known among the old-time printers of Chicago, and it is always a pleasure to stop and shake hands with him on the street, even though you do have no particular use for any kind of printing ink.

The Northwestern Editors of the Sixth and Seventh Congressional Districts of Minnesota visited Winnipeg and Lake of the Woods last month and enjoyed some of the most delightful scenery of the continent, for we have been over the route and know whereof we affirm.

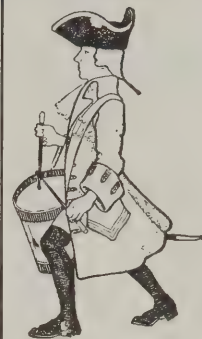
Bezarré, the woody, fibrous residuum of crushed sugar cane, is being experimented with quite successfully as a substitute for wood pulp in the manufacture of paper. One mill using this material is already in operation and three more projected.



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FINE RED *Grand House*

5 A 8 a \$5 10 30 Point Plymouth Italic Extra Lower Case, 8 a \$2 00
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4 A 6 a \$6 20 36 Point Plymouth Italic Extra Lower Case, 6 a \$2 40
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4 A 5 a \$8 90 48 Point Plymouth Italic Extra Lower Case, 5 a \$3 00
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All sizes complete with Figures and Ornaments.

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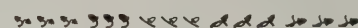
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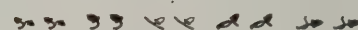
Plymouth Ornaments

Original.

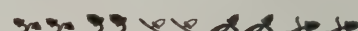
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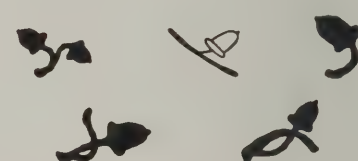
18 Point Per font, \$1 00



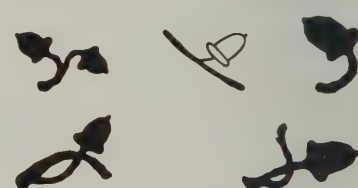
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PREVAILING SENTIMENT Dangerous and Troublesome

10 A 15 a \$3 75 18 Point Plymouth Extra Lower Case, 15 a \$1 65
CUSTOM HOUSES Business Increasing

6 A 10 a \$4 30 24 Point Plymouth Extra Lower Case, 10 a \$2 00
SOUR GRAPE Bought Honors

5 A 8 a \$4 85 30 Point Plymouth Extra Lower Case, 8 a \$2 30
BRIGHTER Make Home

4 A 6 a \$6 10 36 Point Plymouth Extra Lower Case, 6 a \$2 80
ILLINOIS Fast Mail

4 A 5 a \$8 60 48 Point Plymouth Extra Lower Case, 5 a \$3 40
BANGS Get Her

3 A 4 a \$13 00 60 Point Plymouth Extra Lower Case, 4 a \$5 25
SEND Home

All sizes complete with Figures, Italic Logotypes and Ornaments.

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which is presented in these pages and which will appeal to every judicious and progressive advertiser as the most striking and original of all late type products.



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Grand Clearance Sale

Never have we been able to offer to the public such bargains as we have decided on for our great clearance sale, to commence next Monday and continue one week. Many of our leading lines will be sold for less than half the regular price. The progressive spirit of our house makes it necessary to dispose of these goods in order to make room for later designs.

MILLINERY OFFER

Better styles, better values were never offered. Be wise and take advantage of the great bargains within your grasp.

500 Hats originally marked to sell at \$7.50, \$9.50, \$10.00 and up **\$5.00** to \$11.00

We have some very desirable hats for children and young ladies, on which we are offering special inducements during this sale.

Special--60 doz Fancy Mixed Cloth Crown Tam Hats, whose first cost would be ten times this price **5c**

Other Styles--Ten other styles in pretty Cloth Tams at the **25c** ridiculous low price of These cannot be matched for less than 75c.

COATS AND SKIRTS

Read these prices, every one. Any judge of values will see in a minute that we are offering something unusual. You must see the garments to appreciate the force of the prices, of which we can here only give you a faint idea.

Cape Coats made of wool habit cloth, in navy, red and brown, cape collar handsomely braided, new back, worth \$4.00, at each **\$1.98**

Box Coats, some with fancy cape collar, in automobile and three-quarter lengths **\$4.98**

Dress Skirts--Also an elegant selection of dress skirts made of chevots, serges, covertos, Venetian golf cloth and plaids **\$2.98**

GENTS' FURNISHINGS

We tell a strong bargain story of furnishing goods that includes many of the new and best styles. Note these prices.

Half Hose, fancy colors in polka dots, black, blue, tan and red, made entirely seamless, per pair **9c**

Suspenders, all made from heavy elastic webs, with patent cast-off buckles **15c**

Neckwear, early spring designs, in all the correct colors and shapes, in tecks, imperials, etc **18c**

Fine Shirts, made with Garner's fast percale bosom and separate link cuffs and white body, in sizes from 14 to 18 **25c**

The East Monroe Street Store

Among the Associations.

The Virginia Press Association holds its next meeting at Hygeia Hotel, Old Point Comfort, July 17th. W. McDonald Lee is President.

* * *

The Michigan Press Association will meet in Benton Harbor early in July. After their session they will make a tour of Wisconsin.

* * *

The Kentucky Press Association meets at the Board of Trade Building, Louisville, July 23d. The President's address will be delivered by President John H. Westover. The Secretary-Treasurer's report will be made by Mr. R. E. Morningstar. This will be followed by the election of officers.

In the evening an entertainment will be given at the Commercial Club. On the second day two sessions will be held. At eight o'clock that evening the members, with their wives, will leave over the Monon Route for Chicago, where they will remain until noon, when they will leave for Milwaukee, Madison, Minneapolis and St. Paul en route to Duluth.

* * *

A competitive exhibition of job printing at all annual meetings was one of the things resolved on by the Arkansas Press Association, and also that at the same time copies of papers published by the members be submitted to competitive contest. Fifty dollars were set apart for prizes. It would be wise for other organizations of editors to follow this precedent. The Board of Trade of Little Rock asked the Association to join in an invitation for the National Editorial Association to meet in that city in 1902. A report was made recommending an advance of fifty per cent on yearly advertising rates. The Financial Secretary was instructed to pay to the National Treasurer, James G. Gibbs, the membership dues of twenty-five cents a member, amounting to \$6.25 for each delegate to the National Editorial Association. All these acts show that the Arkansas Press Association is acting along the lines of practical, intelligent organization.

* * *

On May 11th the Toronto Section of the Canadian Press Association unanimously—

"Resolved, That in view of the unfairness of the zone system in the present law and of the great rise in the price of paper we appeal to the Postmaster-General to recommend the Government to remove the postage from newspapers and periodicals.

"Resolved, In view of the great rise in paper prices, and in view of the scarcity of paper, resulting from the destruction of some mills, the Government be asked to request Parliament to pass an act empowering the Governor-in-Council to temporarily suspend or reduce the duty on news and printing paper under such conditions as may be deemed advisable."

The question of postage on newspapers was considered, and a resolution was passed stating the satisfaction with which the Executive received the information that the Postmaster-General was prepared to reduce the postage. The following resolution was passed:

"That the Executive of the C. P. A. believe that a combine now exists among Canadian paper manufacturers, the effect of which is to unduly increase the price of news and printing paper, contrary to Section 18 of the Customs Tariff Act of 1897. That this Executive is prepared to submit witnesses and evidence in support of this statement, and we therefore respectfully ask that the Government order an investigation under Section 18 and Sub-sections of the Customs Tariff Act, 1897, with a view to ameliorating the existing conditions."

* * *

The following are the delegates from the Texas Press Association to the Sixteenth Annual Convention of the National Editorial Association in Buffalo, N. Y.:

B. C. Murray, Gazetteer, Denison; T. H. Napier, Wide-Awake, Winsboro, alternate; Frank Holland, Farm and Ranch, Dallas; J. R. Ransom, Enterprise, Cleburne, alter-

nate; C. F. Lehman, Herald, Hallettsville; R. W. Hattom, News-Chronicle, Nacogdoches, alternate; G. W. McKnight, Eagle, El Campo; T. J. Middleton, Mirror, Waxahachie, alternate; Ernst Goeth, Sticker, Schulenburg; Chas. Ridout, Star, Plano, alternate; Jasper Collins, Watchman, Carthage; F. A. Lockhart, Pittsburg, alternate; W. H. Neel, Dublin; Rosser Thomas, News, Ladonia, alternate.

The following were elected officers of the Arkansas Press Association at annual meeting, May 17th:

President, W. A. H. McDaniel, Wynne Democrat; First Vice-President, W. B. Folsom, Brinkley Argus; Second Vice-President, J. L. Wadley, Hot Springs News; Third Vice-President, W. D. Mathews, Little Rock Republican; Corresponding Secretary, John R. Jobe, Little Rock; Recording Secretary, W. W. Turner, Nashville News; Financial Secretary, S. A. McNish, New Lewisville Recorder; Orator, G. Rainey Williams of Fort Smith; Historian, J. W. Underhill, Conway Democrat; Poetess, Mrs. J. W. Underhill, Conway Log Cabin.

Delegates to National Association—First District, J. L. Eady, Hardy Herald; alternate, Wm. Neal, Helena World. Second District, J. J. Beavers, Benton Democrat; alternate, P. H. Thomas, Warren Democrat News. Third District, W. Theo. Smith, Camden Herald; alternate, Adam Clark, Arkadelphia Standard. Fourth District, W. D. Mathews, Little Rock Republican; alternate, C. C. Colburn, Ozark Democrat. Fifth District, R. S. Schuppe, Van Buren Press; alternate, H. L. Cross, Bentonville Sun. Sixth District, W. B. Folsom, Brinkley Argus; alternate, J. J. Baugh, Searcy Citizen.

* * *

County organizations of editors are on the increase and are doing good work. On May 25th the La Salle (Ill.) County Association met at Ottawa and held a very profitable session. The Marseilles Plaindealer gave in supplement a full-page account of the convention, with portraits of the President, John W. Fornoff, Secretary William T. Bedford and Treasurer Frank M. Supp, men of ability, whose faces show a strength and intellectuality that would be noted in the Senate of the United States. The fact is that it takes better timber for an all-round, successful editor, whose paper leaves a worthy impress upon the community, than to fill the office of Senator. The association organized by the adoption of a constitution and by-laws and the election of officers, and adjourned to meet June 25th. Remarks excellent in substance and practical in tenor were made by President Fornoff. Mr. Terry Simmons contributed able words on the benefits of organization. He said, among many other good things: "Organization is the keynote of this gathering and it awakens a melody into which no brother can afford to introduce a discordant note. Organization is getting in tune and the benefits are harmony of thought and action, a combined force working to some definite purpose. Outside of our association we are undirected leaders, blundering into good at times, as often, perhaps, applying our forces against ourselves. The truth of the latter is proved by daily experiences."

* * *

The Minnesota Editorial Association start on August 16th for their annual excursion by special train of Pullman sleepers. From St. Paul the party will go direct to Chicago, leaving there the next noon for Toronto, over the Grand Trunk Railway. Without stopping at Toronto, a trip to the Muskoka lake region, about 170 miles north, will be made. The entire day will be spent on the Muskoka lakes, which are far-famed for their beauty and historic interest. That evening the party will go direct to Kingston. After a brief stop at this point the steamer Richelieu of the Ontario Navigation Company will be captured by the excursionists and converted into a pleasure cruiser. Again the party will spend a delightful day on the water. Down the St. Lawrence, through the bewildering Thousand Island groups, viewing many of the famous rapids and points of interest, nightfall will find the party in Montreal. Two nights and one day will be spent at Montreal, giving ample opportunity to view the great cathedrals and points of varied historical interest.

Chateau Frontenac at Quebec will be the principal point of interest, and the party will be given an extensive drive over the old fortifications. A short side excursion will be taken to the foot of Mount Moneci. Returning to Montreal the party will proceed to the Canadian capital, where they will be the guests of the Dominion Government. The Government printing house and Parliament buildings will be

visited, and after a day's sojourn the train will be started homeward.

* * *

In closing his oration before the Arkansas Press Association, Mr. H. L. Cross of Bentonville said:

"We believe in higher journalism—a status of integrity, usefulness and benign influence, which we think journalism of the nineteenth century has in a great measure attained, yet there is room for much improvement.

"There is too much bowing to the golden calf, too much wavering and yielding to political power, insolent intrigues and cashing of character for filthy lucre.

"They who make newspapers, they whose thoughts and opinions become public property through the medium of the press and paper, should stand for higher journalism. They should be and become independent factors in shaping and moulding public sentiment, and give their honest and candid views and opinions on all questions of political and religious topics of the day, regardless of the pressure brought to bear upon them by parties who wish to dominate."

These ideas are becoming general throughout the press of America. Duty once asserted and thoroughly believed in, is much more certain to win than are any incentives of mere greed or personal ambition. Duty to the public is the shibboleth of peerless American journalism.

* * *

The Wisconsin Press Association is to make a tour of the Wisconsin River Valley in July, and a more picturesque region cannot be found. The plan at last accounts was to rendezvous at Kilbourn July 16th, putting in the day visiting the dells of the Wisconsin, Grand Rapids to be visited on Tuesday. Wednesday morning, July 18th, the excursionists breakfast at Stevens Point and go thence to Waupaca, arriving at 10 o'clock. They will be taken directly to the lakes, the "Killarneys of Wisconsin," by the electric road, and the time until 4 o'clock will be spent in visiting the Veterans' Home, dinner and a trip through the chain o' lakes. The return trip will be made at 4, the party reaching Stevens Point for supper, and going north the next day.

* * *

The beautiful Capital City of Iowa, the Massachusetts of the West, is making great preparations for the entertainment of the Upper Des Moines Editorial Association July 12th to 15th. A very large attendance is expected, and elaborate literary and entertainment programmes have been arranged.

WANT THE 1902 N. E. A. CONVENTION.

The Arkansas Press Association passed the following preamble and resolutions at its recent convention:

Whereas, The city of Hot Springs has justly been named the "Convention City" by reason of its accessibility, its unsurpassed hotel facilities and its innumerable attractions and its cosmopolitan character; and

Whereas, The convention of the National Editorial Association should be held at some point easy of access, where the members may have every convenience and every opportunity for recreation and amusement, and

Whereas, The members of the Arkansas Press Association believe that Hot Springs is the most eligible place for holding the 1902 convention of the National Editorial Association; therefore be it

Resolved, That the National Editorial Association is hereby invited to meet in the city of Hot Springs in the year 1902; and be it further

Resolved, That our delegates to the meeting of said association, to be held in Buffalo in 1901, are hereby instructed to present the earnest and urgent invitation of this association to the National Editorial Association to meet in said city in 1902, and are further instructed to use all proper means to induce the National Association to accept this invitation; and be it further

Resolved, That our delegates to the National Association are hereby requested and instructed to confer with the members of the press and the business men of Hot Springs and co-operate with them to the end that proper inducements be offered to secure the acceptance of the invitation; and be it further

Resolved, That this association hereby pledges its members to use every means possible to place this invitation before the National Association in its most favorable light,

and further pledges its members that in case we are honored by the acceptance of the invitation, to assist the people of Hot Springs.

OKLAHOMA PRESS ASSOCIATION.

The Oklahoma Press Association had a very successful convention at Alva. The Northwestern Normal School tendered the editors a cordial reception and an entertainment with a special programme in honor of the members. The exercises opened with a song of welcome written expressly for and inscribed to the association by Frederick Albert Abbott, Director of Expression in the school. It was geographical, as well as inspiring and sentimental, and might be adapted to other places where poetical talent is lacking. Here it is:

Come, all ye worthy editors, and listen to our lay, sirs,
Come harken to the words of cheer, we're now about to say,
sirs,

You've come from Greer and Washita, from Beaver, Blaine
and Custer,

From Garfield, Grant, Canadian, to this your yearly muster.

Refrain—

We're jolly glad to see you here,
You do us very proud, sirs,
And when you leave our little town
Be sure you holler loud, sirs.

You've hied from Cleveland, Dewey, Day, Kay, aye and
Kingfisher,

From Logan, Lincoln, Noble, Payne, to Alva, your wel-
wisher;

You've come from Pottawatomie, from Roger Mills and
Pawnee,

From Oklahoma, Woodward, Woods, chuck full of "go" and
"haw gee."

Refrain—

We recognize the power you, as editors, can wield, sirs,
The planters of ideas new in earth's vast growing field,
sirs;

We really think we could not get along at all without you,
We're jolly glad to have you here to see and loll about you.

Refrain—

A set of finer looking men, 'twere difficult to find, sirs,
A smarter, sharper, brighter lot, we see but in our mind,
sirs;

The N. T. N. feels honored much in having had you here,
sirs,

Ay, can't you 'range to make it so's you'll come again each
year, sirs?

Refrain—

From President and Faculty, from pupils old and young,
sirs,

A hearty, joyous welcome springs and leaps from off our
tongue, sirs;

You'll ever find a greeting warm from Alva and her school,
sirs,

We'll always treat you square and right with "font" and
"press" and "rule," sirs.

The following subjects were presented and treated: "Patent Insides," W. E. Bolton, Woodward News; "Pan-handle Journalism," W. F. Defenbaugh, Canadian, Texas, Sentinel; "Newspapers of the West," J. M. Delyse, Woodward Bulletin; "Newspapers and Solons," J. C. Tousky, Weatherford Chronicle; "Paragraphs," L. G. Niblack, Guthrie Daily Leader; "Advertising," L. McKinley, Newkirk Republican. General discussion was had on these addresses.

Delegates to the National Convention were elected as follows: Lon Wharton, Perry Sentinel; L. G. Niblack, Guthrie Leader; T. B. Woosley, Mulhall Enterprise; F. T. Cooke, Cloud Chief Herald; J. P. Hinkle, Perkins Journal; L. McKinley, Newkirk Journal; F. H. Greer, Oklahoma State Capital; R. E. Stafford, Oklahoman; W. F. Hatfield, Alva Pioneer; Elbert Hoyt, Ponca Courier; D. W. Peerey, El

Reno Globe; T. S. Chambers, Blackwell Sun; C. M. Hill, Pawnee Times; C. N. Palmer, Medford Patriot; R. I. Blakey, Oklahoman; Tom Jarboe, Norman Topic.

Officers for the ensuing year were elected as follows: President, F. T. Cooke; First Vice-President, T. B. Woosley; Second Vice-President, W. F. Hatfield; Third Vice-President, Clyde Palmer; Secretary and Treasurer, Lon Wharton.

The following resolutions of respect to the memory of the deceased President of the National Editorial Association were passed:

Whereas, The death of Hon. Matt Parrott, of Waterloo, Iowa, has recently occurred, and

Whereas, Said Hon. Matt Parrott at the time of his death was President of the National Editorial Association, in which membership is held by the Oklahoma Press Association; therefore, be it

Resolved, By the Oklahoma Press Association in annual convention assembled at Alva on this, May 15, 1900, that we deeply deplore the untimely death of Hon. Matt Parrott and hereby express our feeling of loss and our sympathy with his family and loved ones.

Resolved, That the Secretary of this association, through its National Executive Committeeman, transmit a copy of these resolutions to the National Printer-Journalist for publication, and that same be published in the Daily State Capital and Daily Leader, the official organs of this association.

LOUISIANA PRESS ASSOCIATION.

(From the Donaldsville Chief.)

The Twenty-first Annual Meeting of the Louisiana Press Association was held at New Iberia.

The opening meeting was held at 3 o'clock p. m. Tuesday, at the Veazey Opera House, when President J. Y. Gilmore, since deceased, read his address, fixed the time of the subsequent sessions and appointed the usual committees. A paper by Mr. H. C. Smith on the subject of advertising agents' commissions was read by Mr. J. G. Trimble, in the absence of the author, and gave rise to an interesting discussion.

The second session opened at 8 o'clock p. m., when an address of welcome was delivered by Mr. Dunbar, a local attorney, to which President Gilmore appropriately responded. Gen. Leon Jastremski followed with an able paper on "The Value of the Local Press to the Community," and Mr. M. H. Carver delivered a strong address on "The Philosophy of the Single Tax."

Wednesday was mainly devoted to an excursion to Avery's Island, where the noted salt mines were visited, the party being escorted through the extensive factory and 527 feet down into the bowels of the earth to view the processes of mining the salt and converting it into various grades of merchantable substances. Gen. Dudley Avery and his family received the excursionists cordially and entertained them with princely hospitality. After a sumptuous luncheon under the oaks appropriate speeches were made by President Gilmore, Hon. John Dymond and Gen. Leon Jastremski.

A reception at the rooms of the Attakapas Club, then opened for the first time, formed a pleasant conclusion of the second day's reunion. Addresses were made by several prominent citizens of New Iberia; vocal and instrumental music added to the enjoyment of the function and delicious refreshments were served.

Thursday's amusement feature was an excursion on the beautiful Bayou Teche, the Southern Pacific Railroad Company's steamer Saccharine being tendered for the purpose. The day was perfect and the trip proved enjoyable in the extreme. The large Adeline sugar refinery of Messrs. Oxnard & Sprague, eighteen miles below New Iberia, was visited, and the uses of the various portions of its mechanical equipment were explained in a manner that proved of much interest to those of the party not familiar with the operation of such establishments. On the return trip dancing and recitations contributed to the amusement of the excursionists and a fine lunch was served. A vote of thanks to the Southern Pacific Company, Captain Allen and Commodore Thos. L. Morse of the Saccharine was adopted with enthusiasm.

The final meeting of the association was held Thursday night, when Mr. John Dymond read an excellent paper on "The Power and Value of the Press."

The choice of a place for holding the next annual meeting was left to the incoming officers, and the new President

was authorized to appoint delegates to the National Editorial Association. The following officers were elected by acclamation:

President, John Dymond, Louisiana Sugar Planter, New Orleans; First Vice-President, W. A. Steidley, Herald, Westlake; Second Vice-President, Miss Gertrude Callahan, Enterprise, Washington; Secretary, L. E. Bentley, Chief, Donaldsonville; Treasurer, J. G. Trimble, Gazette, Farmerville.

Mr. Bentley was not at the meeting, owing to the recent loss of his wife, who was one of the organizers of the association and a zealous member up to the time of her death. He has not yet signified his acceptance of the position to which he was chosen.

The appointment of the Executive Committee was left to the President-elect, to be made after the selection of the next meeting place.

Resolutions of thanks were adopted for favors and kindnesses extended by the city council of New Iberia, Southern Pacific Railroad, General Avery and his family, the Attakapas Club, the officers of the steamer Saccharine, the ladies and gentlemen of the New Iberia Committees of Entertainment, and Messrs. Oxnard & Sprague.

The Memorial Committee reported a fitting resolution on the death of Mrs. Ella Bentley, which was adopted, and the convention adjourned.

WEST VIRGINIA PRESS ASSOCIATION.



WEST VIRGINIA editors met at Parkersburg, West Virginia, this year. The convention opened in the Auditorium theater, Tuesday evening, May 22. Welcoming addresses were made by Charles H. Turner, mayor; Hon. E. M. Gilkeson, on behalf of the Board of Trade, and F. Kent Loomis of the Daily News, on behalf of the city press. President Flynn of the Association responded and introduced Hon. A. B. White, Past-President of the National Editorial Association, and the Republican candidate for Governor of West Virginia. Mr. White gave an interesting sketch of the organization of the West Virginia Press Association in 1869 and its history until 1889, when it was merged into the present West Virginia Editorial Association, and then of the latter organization, giving, in order, names and incidents of the different Presidents from 1869 to 1899. The address was able and instructive and showed that the speaker had greatly enjoyed his connection with and his work in the Association. The Parkersburg Daily State Journal, in speaking of his address, said:

Mr. White's remarks in connection with the various presidencies were of interest. The two longest terms of office were held by Mr. P. W. Morris, then editor of the Ritchie Gazette, now editor of this paper, who served five years, and by Mr. R. E. Hornor, editor of the Parkersburg Sentinel, who served four years.

Mr. White then sketched the organization of the National Editorial Association in 1885 by Hon. B. B. Herbert, then of Red Wing, Minn., now editor of the National Printer-Journalist, of Chicago, and known all over the land as the father of the National Association. This organization represents in its delegate membership 15,000 of the 21,000 newspaper publications of the United States. As Mr. White was one of the earliest presidents of this great association of newspaper men, as well as of the State association, there was a peculiar fitness in his introducing Mr. Herbert, as the next speaker on the programme, as also his introduction of former President G. W. Atkinson, now Governor of the State, and Hon. O. S. McKinney, editor of the Fairmont Index, and speaker of the House of Delegates.

The editor of this paper—who followed ex-President White—spoke on the "Unity of the Press," treating of the causes of that unity and the beneficial results arising therefrom.

Hon. G. W. Atkinson, Governor of West Virginia, then delivered an able, eloquent and instructive oration on "West Virginia's Present and Prospective Possibilities and the Work of the Press in the Development of the State."

Hon. O. S. McKinney, Speaker of the House of the West Virginia Legislature, spoke of State laws and legislation and other matters particularly relating to the interests of the newspapers of the State.

The occasion was enlivened by excellent music by the Auditorium Orchestra of Parkersburg.

At the morning session Wednesday, in the assembly room of the City Hall, the session was opened with prayer by Rev. W. E. Powell, and after roll call President E. H. Flynn delivered an able and practical annual address, in which he spoke eloquently of the improvement and increased unity and fraternal feeling between the members of the calling in the State.

Hon. J. O. Thompson, for a quarter of a century editor of Keyser (W. Va.) Echo, delivered the annual oration,

taking for his topic "How to Run a Newspaper." He dwelt at some length on the importance of printing the news with impartiality, without personal or partisan bias or coloring, reliability and truthfulness being necessary to a newspaper's success. He covered many other points and delighted his hearers with humorous incidents and happily selected, apt and appropriate poetical selections.

Hon. A. B. White, who is close in friendship to the Association and its members, though just at present out of the business and running for Governor, read the annual poem, prepared by Frank Preston Smart, who was unavoidably absent. It was in a humorous vein, depicting the difficulties encountered by the successor of "The Man Who Run the Telegram" at Kerosene on the old, aggressive, personal, fraud-and-political-ring finding and calamity-howling style.

The "Question Box" was then conducted by the editor of the National Printer-Journalist and brought many questions and much discussion.

At 12:30 p. m. a recess was taken until 4 p. m., during which time editors, their ladies and friends visited the famous and historic Blennerhassett Island, where Aaron Burr plotted the founding of a great Western Empire and worked ruin in a happy home. The island itself is one of earth's beauty spots and, in appearance, is certainly in harmony with the traditions of having been, before it was invaded by the serpent in the form of a brilliant, handsome, but lustful and selfishly ambitious man, as a veritable Garden of Eden, a bower of enchantment on which had been gathered all that love and wealth could add to nature's lavish abundance and beauty.

Following the visit to the island an anthropological collection, showing man as an animal, as a barbarian, as a heathen worshiper of idols, with the first stone hammer on to the time of making jewelry and the use of crude kinds of money, was visited and examined with much interest. It is one of the most complete and instructive collections in the United States, representing the progress of the natural man. The collection was made by Professor Stahl, a German scholar, who settled in Parkersburg in 1852, and what is most remarkable is that the greater number of the specimens were found on Blennerhassett Island and all within a short distance of Parkersburg. At 4 p. m. the session of the convention was resumed and, after the transaction of routine business, the questions from the "Question Box" were taken up and answered. This, with the discussions incident, filled in the time until 6 p. m.

A most enjoyable musical and reception was tendered to the members and their ladies at the Casino at Terrapin Park from 8 to 10:30 p. m. The Citizens' Concert Band of Parkersburg is one of the best in this country and their renditions of popular and classic music met with hearty encores, as did the songs and recitations of local singers and readers. Nature has done a great deal for Parkersburg, with its two rivers, its hills and valleys, its groves and majestic shade trees, and Terrapin Park, with its splendid Casino, its lake, its groves, lawns, walks and drives, is a perfect gem of loveliness in the midst of all that is beautiful. The citizens have everywhere aided nature and splendid residences, attractive homes, with embowered lawns and evenly paved streets between great rows of shade trees, make the whole city seem like a stately park. Following the musical and reception to the ladies and gentlemen, a rich banquet was given to the editors from 11 p. m. to 2:30 a. m. Hon. A. B. White presided as toastmaster, and kept the speakers and the guests in an enjoyable mood. The speakers did the occasion full justice.

The sessions closed Thursday, May 24th. "The History of the Association," by Sam C. Barr, was handled in a way to recall many pleasing, instructive and entertaining incidents. Miss Mary Morgan of the Kingwood Argus gave her "Observations" at the recent meeting of the National Editorial Association in a racy paper.

The following officers were elected: M. G. Sperry, Clarksburg News, President; Rev. Geo. R. Brown, West Virginia Protestant, Harris, Vice-President; Silas O. Smith, West Union Record, Secretary; H. C. Sample, Fairmount Free Press, Treasurer.

Resolutions of thanks to the entertainers and speakers and retiring President were adopted and the Association adjourned with much evident good feeling over the pleasant, profitable time enjoyed.

The biggest bargains are useless unless possible buyers are informed that they exist.—Fairport (N. Y.) Mail.

CONNECTICUT EDITORIAL ASSOCIATION.

This Association was honored at a recent meeting by the presence of Hon. M. S. Chapman of the Government Envelope Works, Hartford, who had been invited to tell the members why the cost of paper had increased so materially in the past few months.

Mr. Chapman's firm uses some nine tons of paper daily, and he knows whereof he speaks. He said in substance:

There has been an advance in the price of white paper from 25 to 33 per cent during the past year. This advance has affected every branch of paper manufacture from the cheapest manillas to the best grades of ledger papers. This increase of price has been especially noticeable in paper made from wood pulp and has been a heavy burden upon newspapers and periodicals. Papers could not well raise their price and have thus been at a disadvantage, and for this reason the paper industry has been the victim of abuse.

The International Paper Company has come in for the largest share of this complaint, because it is the largest corporation manufacturing paper in this country, and the popular idea is that it practically controls the output of white paper in this country. But this is entirely an error. It is now stated that there are more than a thousand paper and pulp mills in this country, and the International Paper Company now controls but a very small part of this business.

The fact is that this company has kept the price of paper down through its economies in management and manufacture. This fact is borne out by the statement that none of its numerous competitors undersell it.

If the tariff were to be removed it would make no difference because the price of these goods in Canada is fully up to the prices of our American manufacturers.

Now this is the true situation: That the increase in the cost of raw materials of every kind is wholly responsible for the increased cost of paper to-day. This increase in cost amounts to from 25 to 50 per cent, and in some cases as much as 100 per cent. A year ago mechanical pulp cost \$14 a ton. It is now worth \$24. Chemical pulp has advanced from \$32 to \$45 a ton.

In my judgment prices have not been advanced to a greater degree than the cost of materials entering into the manufacture of paper demanded. The advance in paper has not been as great as in other lines. The advance has been all over, and the prices of paper to-day are higher in England and Europe than in America. The English mills have not been able to meet the demand for newspaper caused by the war in South Africa.

Another reason for the increased cost of wood pulp was the unprecedented drouth of last summer.

Men who loudly denounced the paper manufacturers say that this industry has ruined the forests, and is a standing menace to our water supply. But the Government experts assert that they have no data which establishes such a conclusion. The latest Government reports show that 37 per cent of the total area of the United States is covered by forests, a large portion of which is available for the manufacture of paper. Whether this area of wooded country is increasing or diminishing is an open question. These reports also show that from 25 to 40 times as much timber is cut up into lumber as is used for paper pulp. It is also stated that there is four times as much wood used for fuel as for lumber. This reduces the amount of wood used in the manufacture of paper to about 1 per cent of the amount cut in the country.

There is to-day no combination of paper interests in this country powerful enough to exercise an arbitrary power in the control of prices. The advance in paper to-day is the direct result of increased demand, not confined to this article alone, but to all other manufactured products of this and other countries. The present agitation for the removal of the tariff on paper and wood pulp would have no effect, because the tariff at the present time is not a factor in the question.

So far as imported pulp is concerned the Canadian Government has practically fixed the price upon that, and has put upon it an export duty of \$1.60 a cord on all wood brought into this country to be manufactured into pulp. In Canada nearly all the forests are owned by the Government, which issues licenses to cut wood on the Government reservations. The present license fee is forty cents per cord for wood manufactured into pulp in that country, but \$1.90 per cord for wood exported to the United States to be manufactured into pulp in this country. One of the prov-

inces of Canada has absolutely prohibited the exportation of wood pulp cut from crown lands, hoping thereby to transfer to Canada such mills as have been obliged to procure their supply from Canadian forests.

In conclusion we ask, Why should the paper industry be especially singled out for attack? Why more than steel, copper, lumber or any other of the commodities that have greatly enhanced in value during the past year? No such profit can be shown in the paper manufacture as there is in the iron and steel industry, as shown by the statements of the earnings of these great corporations.

Is it reasonable or just to except paper from the general advance due to the enormous increase of business, not only in this country, but in many of the countries on the other side? Could it be reasonably expected that the price of paper would remain at a standstill, while every one of the materials which enter into its composition have enormously increased in value? There should be reason in all things, but there is no reason in this outcry and singling out the paper industry for special denunciation at this time.

SECOND-CLASS MATTER AND RELATED SUBJECTS.

G. R. Williams, Editor Democrat, Fort Smith, Ark., with Action by Arkansas Press Association.



HE subjoined resolutions were unanimously adopted by the Arkansas Press Association at its recent annual meeting, held at Little Rock May 15th and 16th. The purpose of the resolutions is to start a movement which shall restore the country weekly to its rightful position in the ranks of the press of the United States, and by such resolution re-establish the much enfeebled power of the press.

The reform proposed is radical, but those editors who know the truth know that annual discussions of "Advertising rates" and "How to increase circulation" do not touch the seat of the disease which is making the country editor grow poorer and poorer as the years go by.

The metropolitan newspaper is more magnificent than the necessities of the city demand, while the country weekly, and even the daily of the small city, in many instances, is too poor to supply the actual requirements of the community in which it is published.

Here is an unnatural discrepancy which the resolutions aim to correct. Every town or city, great or small, is entitled to as good a newspaper as its population is willing and able to support. This accords perfectly with the principles of local self-government, but how often we hear the townsman say: "If our local paper would give us the news we would support it," and how often we hear the response: "If my people would only give me the money they spend on outside papers I could give them the news." The fact that the editor of the country paper works day and night and is always poor ought to raise the suspicion that the fault is not with him.

The State press associations, having dug everywhere else without finding any pay dirt or striking a lead, should scrutinize these resolutions of the Arkansas Press Association and see if there is anything in them.

Congress has committed two fundamental errors in the treatment of the press. The first is in failing to distinguish between the honest opinion of the editor with convictions, and the base merchandise which is permitted to pass through the mails in the name of advertisements. In its protection of free speech and the liberty of the press, Congress has admitted to the mails the products of Lydia Pinkham exactly on the same terms as it admits the essays of statesmen on questions of State. Congress treats these two widely separated elements of the commonwealth as if the liberty of the press were mere baggage, and the chattels of the tradesman something demanding the especial solicitude of the National Government.

The second error is the logical sequence to the first. The advertising columns of the newspaper, being recognized by Congress as exceptional property entitled to special privileges, Congress has authorized the postal department to transport such property through the mails at a uniform flat rate per pound without regard to distance, in apparent

ignorance of the fact that newspapers go from the cities to the country and not from the country to the cities, and that the haul would all be in one direction, and only the city papers served. The act of Congress under which this was done might justly have been entitled an act to destroy the country press, impair local government, and centralize the power of the press in cities of 100,000 population and over.

The advertising pages of a newspaper are no part of free speech, and the flat rate of newspaper postage is upon the theory that we have a thoroughly centralized government which sees no injustice in robbing the country to enrich the city.

Of course there are exceptional country newspapers and exceptional city newspapers—and exceptions all along the line of this argument—but they are only the exceptions that prove the rule.

The remedy proposed is Congressional legislation which will divide newspapers, for postal purposes, into three classes, "Editorial," "News" and "Advertising." The theory is that the "editorial" newspaper, representing free speech purely, shall be transmitted through the mails to all distances free of any charge for postage. Its use will be to promote discussion and to afford easy opportunity for a hearing to those who, for one reason or another, are denied a hearing, and especially will it prove valuable as a check upon the corrupt press which is only too often subsidized against the people's interests. The fact that such check stands near at hand and of easy access might have a very wholesome effect upon a newspaper which otherwise might yield to temptation and prove unfaithful.

The next class, the newspaper containing news, with or without editorial, may be assumed to contain editorial. It would be the ideal newspaper. No such exists to-day, but with liberal treatment by the Government there would be many such. They would be, generally, simply news editions of the great city papers as they now exist. This "news" paper, or news edition of the great paper, containing no advertising, possibly excepting certain legal advertisements which are in the nature of news, should pay postage at the rate of one-half cent a pound for 100 miles and one-half cent a pound for each additional 100 miles or fraction thereof. This paper, consisting of four, eight or twelve pages, could go a distance of 400 miles for 1-12, 1-8 or 1-4 cent. The countryman who may be devoted to a particular paper cannot claim that this scheme will increase its cost to him.

If he wants to see what the bargain stores are offering he should be willing to pay for the advertising sheet—the regular city edition of the paper.

The next and last in this new classification is the "advertising" paper, with or without news and with or without editorial. We may assume that it will exhaust its privilege and carry it all. It is the metropolitan newspaper as we have it to-day, and it is the country newspaper as we see it. Such newspaper should be required to pay postage at the rate of one cent per pound for fifty miles and one cent per pound for each additional fifty miles or fraction thereof. This is the San Juan of the situation. We can never carry it without a fight.

The great city paper would find this rate harmless for a distance of fifty miles, but when it began to invade the territory of its neighboring city it would find the expense somewhat heavy. Uncle Sam would not bear it as at present, and if the paper invaded territory beyond its proper limits it would do so at its own expense, or the expense of the beneficiary who may have special reasons for subscribing for it. It has been proven that the great newspapers can issue special editions with ease. From every great city press would be issued an advertising edition, which would be its regular edition for the city and its radius of fifty miles; a "news" edition for greater distances, and an "editorial" edition for all distances. Perhaps the "editorial" edition would not amount to much. Perhaps the "news" edition would fall down beyond the next city which is about 300 miles. Perhaps the great metropolitan journal would not fly so far nor roost so high as at present, but every other interest will be benefited.

The crime of 1873 was committed when Congress ignorantly or innocently struck down the patriotic country press of the United States and built up in its stead a power whose strength none can measure and whose fidelity to the Government no power can guarantee.

The country newspaper would pay its postage of one cent a pound and exhaust its edition within a radius of fifty miles. It would be relieved from an unjust compe-

tition in which the government helps the opposition. It would have no exclusive control, but it would have an open field and opportunity for fair competition which it has not had for many a year.

If the National Editorial Association will examine this question in the proper spirit, instead of rejecting it because it is radical, it will find something in it.

These options are simply the result of discussion before the Arkansas Press Association. Further discussion by better heads on broader lines by the National Editorial Association will doubtless evolve a more harmonious, shapely and stable platform for the country press to stand on and fight on. We know that something is the matter and that the condition of the country press ought to be improved. If it is to be a part of the great protecting arm of the Government it must itself be free.

The commercialism which has been injected into the press by Congress through the postal department has paralyzed it, and when the press of a people is paralyzed few other of their liberties can be called secure. Our great newspapers are mere money-making enterprises, while our country newspapers, trying to make headway against tide and winds, have grown so poor that even the politician is not low enough to do it reverence.

The country press should get together and give Congress a banquet and talk matters over.

G. R. WILLIAMS, Fort Smith, Ark.

The resolutions follow:

RESOLUTIONS BY THE ASSOCIATION.

Whereas, The freedom of speech is necessary to a people's government, and the free speech of the present day is virtually monopolized by the press; and

Whereas, The constitution of the United States and the constitution of the state of Arkansas treat the press as a unity, representing free speech, while the facts show that within the past thirty years the press of the United States has grown into two distinct classes, one consisting of the few rich and powerful metropolitan newspapers, the other of the many poor and weak country newspapers; and

Whereas, The Honorable Jefferson Davis, in his race for the Democratic nomination for governor of Arkansas, has carried thirty-three out of thirty-four counties against the opposition of the Democratic State organs and over the protest of a majority of the Democratic press of the State, thereby demonstrating the weakness of the press of Arkansas; and

Whereas, In the last presidential election the country newspapers of the United States were divided between themselves on the vital issues of the campaign, while the metropolitan newspapers were practically a unit on one side of those issues; and

Whereas, The National Editorial Association was organized for the benefit of all the press of the United States, and has existed for fifteen years as a strictly non-partisan, truly fraternal and genuinely social organization, without the fellowship of the metropolitan press, which has kept aloof from its meetings and treated them not materially different from those of other bodies with which it has had no common interest; be it therefore

Resolved, That this association request the National Editorial Association to appoint at its next annual meeting a committee to investigate the facts with a view to ascertaining:

First. If the press of the United States may be fairly and properly classified as the metropolitan press and the country press.

Second. If the metropolitan press and the country press occupy practically the same relation to the people.

Third. If the metropolitan press and the country press occupy practically the same relation to the trusts and monopolies of trade.

Fourth. If the press of the United States stands on an ethical or commercial basis.

Fifth. If Congress has not fixed the press on a commercial basis by granting it special privileges of a money-making power.

Sixth. If the flat rate of one cent a pound for newspapers for transmission through the mails has not redounded solely to the benefit of the metropolitan press.

Seventh. If the flat rate of one cent a pound for all distances is not an erroneous policy in violation of sound business principles, whose effect has been to build up the metropolitan press at the expense of the country press.

Eighth. If as a matter of fact the splendid growth of the metropolitan press has not been coincident with the decadence of the country press, and if both do not date from the inauguration of the pound flat rate.

Ninth. If the cent-a-pound flat rate, under which the metropolitan press has been enabled to invade the field of the country press and cover territory not accessible to it under the legitimate laws of trade, is not, in fact, a special privilege granted to the metropolitan press by the government and in effect a positive abridgment of free speech.

Resolved, That we protest against the present system of newspaper postage as unjust to towns and cities of the smaller class, and to the people who transact business at such points, by subjecting them to an unjust, unnatural and unconstitutional competition—unjust because it is a contest of wealth against poverty, unnatural because it is a contest of base merchandise against free speech, unconstitutional because it is an abridgment of the freedom of the press.

Resolved, That we favor a new classification of the press for postal purposes, under which free speech shall be completely divorced from trade, and the editorial column entirely removed from the influence of the counting room, to which end we recommend that newspapers be classified for postal purposes, as follows, to-wit:

First. Newspapers containing editorials pertaining to the public welfare.

Second. Newspapers containing news of general interest.

Third. Newspapers containing advertisements of merchandise.

And in accordance with which classification we recommend that the favors of the government be extended freely to free speech, generously to news matters and justly to the merchandise of the advertising sheets, and that newspapers be required to pay postage according to the distance hauled.

Resolved, That we request the National Editorial Association to take up the subject-matter of these resolutions and treat it fully, fairly and fearlessly, in the knowledge of the fact that self-defense is the first law of nature, and that truth has much to fear from error unless reason is left free to combat it.

Resolved, That this association finds in the prevailing condition of the country press of the United States ample cause for affirming its conviction that upon the actual, absolute and active freedom of the press, undaunted by fear and untrammelled by avarice, depends the safety of our American institutions.

THE PRESS ADVANCED IN GOOD MANNERS.

The twenty-eighth annual session of the Arkansas Press Association was held at Little Rock, the "City of Roses." President W. F. Smith of the Camden Herald said in his annual address:

Most wonderful has been the improvement in Arkansas newspaper work within the last decade. We see it in each other's papers. Personal abuse and blackguard journalism, we regret, still exists in a small degree. In most of our papers, however, we are glad that such things no longer offend the sense of refinement in our readers, but have given place to dispassionate discussion and the retort courteous. The thinly-disguised profanity and the disgusting "double entente" which in other days were considered necessary to "spice" an editorial, thus rendering it unfit for family reading, have passed away forever. The old-time compositor's room, reeking with the fumes of the pipe, the floor covered with tobacco juice and atmosphere impregnated with the scent of whisky and beer, where profanity was the rule and not the exception, is now an exception, and in their stead compositors of both ladies and gentlemen, the former by their refined association accomplishing a complete revolution for the better in the habits, manners and appearance of our modern compositor's room. I deem it the most fortunate occurrence that could have happened in connection with the newspaper business that our fair ladies have entered into it, both at the compositor's case and editorial desk, refining and purifying both departments. Their presence was only needed to develop the chivalry characteristic of the American journalist and printer, causing him to "mind his stops" in both deeds and words. God bless our sisters of the press! May we ever be worthy of their association and never give them cause to be ashamed of their brothers.

HALFTONES FOR WEEKLY PAPERS.

National Printer-Journalist:

Gentlemen: I wish to obtain information in regard to making halftones, or other suitable cuts for a weekly newspaper. My intention is to run short stories of historic places in this vicinity and am desirous of adopting the halftone if it will not be too expensive. Have a camera and would prefer photo-engraving to any other process, providing the expense is not too great. If you have any books that will enlighten me in regard to the above please advise by return mail. Very truly,

J. P. HANLEY,
Pascoag, R. I.

J. P. Hanley, Pascoag, R. I.: Your plan of using halftones illustrated in your weekly paper is a good one and one which has been found profitable by many. It brightens the paper and necessitates better press work, which is greatly needed by the large number of weekly papers. It would hardly pay you, however, to do the halftone engraving yourself, as the expense of the plant would be too great for the little work that you contemplate doing. The best way would be to send your photo to the nearest photo-engraver, together with a sample of stock upon which the cut is to be run and have him make it. You will get better results at a smaller cost and save yourself many gray hairs.

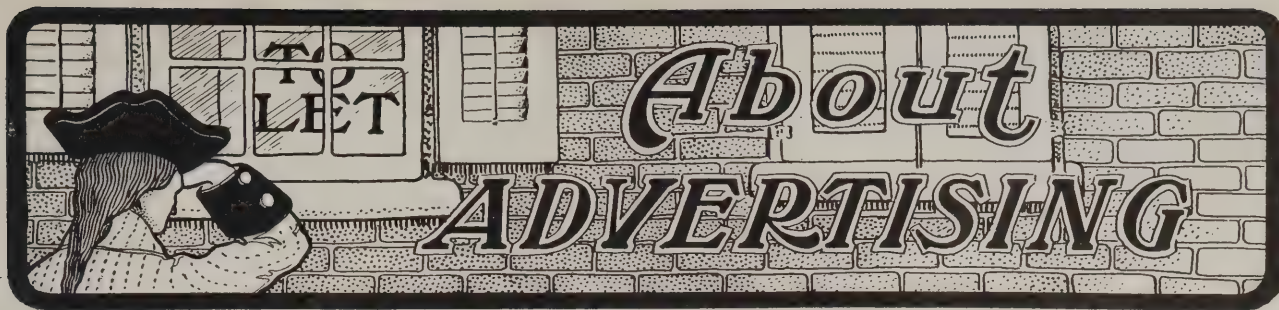
ALWAYS A WELCOME VISITOR.

Edwardsville, Ill., May 2, 1900.

Friend Herbert: Enclosed find exchange for \$2, which please apply on my subscription. The "Printer-Journalist" is an ever welcome visitor.

I learned with sorrow of the death of Matt. Parrott. He was truly a credit to the craft. Cordially yours,

N. BOESCHENSTEIN.



By CHARLES AUSTIN BATES, New York.

ESTABLISH a reputation for early rising and you may lie abed till noon."

Change the names of the actions, and this old saw will fit many of the practices of life.

In business the reputation for honesty, like the mantle of charity, will cover a multitude of faults. The first chance a business man has to lay the foundation of his reputation is at his first start in business. When he writes his first advertisement, be it a quarter single column or a whole page; a modest little dodger or a double-sheet poster; what he says then will be compared with the goods he offers on his shelves and counters.

Most people who go, purse in hand to inquire into a new business, are more than willing to be pleased. They like to go to a new place, or a renovated old place. There may be interrogation in their eyes and on their lips. They question if the goods they came to examine will tally with the printed formula. They wish to know first if they have been tricked into a fool's errand. If they have, that start in business is a waste of time and money and printer's ink and paper. The business may run, or it may limp along, but no matter how honest it may grow, the start will be remembered.

It is like the saying of a down-east farmer, that his neighbor would "walk a mile for a lie when he had the truth in his pocket." He might have added, "And the truth would serve the occasion much better."

* * *

Fine writing is not necessary for an advertisement. A man doesn't usually try to say fine things across the counter with his wares between himself and his customer. Rather, he says, "Here are the goods, and you have eyes and taste and judgment. There's the price. You may be able to find a better bargain. If you can, let me know where it is."

This, or something like it, is all that is necessary in an advertisement of fabrics, or foods, or medicines, or mowing machines.

Leave a margin for the intelligence of your audience. Suggestive literature is fascinating for the reader and profitable for the writer, whether it be poetry, philosophy or advertising.

Describe your goods as nearly as possible. Have cuts if you can. They make your space attractive. Then, put in a few plain, terse sentences. Use common words. Many liberal purchasers of the necessities and luxuries of life have never included a big dictionary in either list.

Arrange your statements in grammatical sentences if you can. But, bad grammar will be forgiven if you have no worse fault. It will be remembered that language is largely a matter of locality, but truth endures forever.

Too many conjunctions are not good in advertisements, nor anywhere else. Short sentences are more easily understood. It may be "choppy," but it is easy reading. Serve up your ideas in courses as it were. Tell your patrons (already secured and the possibles) what you have to say, in good order. Nobody likes a jumble of statements, and to some folks an advertisement that is disagreeable to read will create an antipathy to the advertiser.

* * *

Eccentricity of expression may not be originality. Be original if you can, but don't let your efforts after originality obscure your meaning. Have your own style. If it is a style that brings customers and sends away your goods, use it and be glad. You may not find yourself a literary

genius, but you may find the same cause for thankfulness that Sancho Panza did.

* * *

There's small profit in advertising everything in your store in one day. That is, it is better to use your space for a few lines of goods each day in the week than to fill it with the whole invoice every day.

The great desert would not be so bad if there was not so much of it. It is monotony that is the great weariness.

You need not necessarily insist that you have special sales every day, unless you do, but you can give some good reason for the extra qualities and prices you offer, and why you are offering special lines on special days. More than this: If you advertise many kinds of goods in one day, your space may be crowded full of small type and will not be read. When some one or two lines of goods are advertised, people who want these will be on hand to secure them. It is not improbable that they will be reminded of other things they want. At least they will be when those other things are to be seen, and your work is half done.

* * *

The radical meaning of the advertisement is to bring the vender and the purchaser into confidence. After that is done, you may feel that you have more than caught the eyes of the people. The people are your guests, and if your entertainment is all your invitation promised, you will find plain sailing on the sea of business.

No doubt many persons have wondered why Barnum said what he did about people liking to be humbugged. He was a great advertiser, and he always gave his audience their money's worth.

You may entice people into your place. That is legitimate. But you must not deceive. No lasting prosperity can come of business dishonesty.

When you take up your pencil to make your statements about your goods, remember this: If you employ some one to write your ads for you, be sure there is a fair understanding. Sincerity and fair dealing should be a goodly part of your stock in trade, and they should never be scarce. Above all, don't try to be funny. Some men have a talent for humor. There are only a few of them, however, and the most famous of American wits is likely to die poor.

ADVERTISATORIAL.

The object of advertising is to get business—not to show the advertiser's brightness.—Printers' Ink.

* * *

It is just as impossible to make some ads pay as it is to turn up left bower in a game of euchre.—Boyce's Hustler.

* * *

Plain English and plain type, well put together, have made more fortunes than all things else combined.—Press and Printer.

* * *

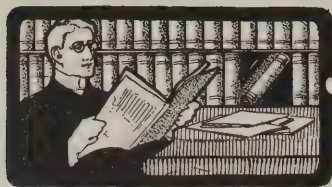
The live advertiser of today is the one who is ever alert for new ideas and suggestions, who keeps his eyes open at every turn.—Indianapolis (Ind.) Industrialist.

* * *

Many ads attract attention only to repel. They cause the advertiser to be remembered only to be avoided.—New England Grocer.

* * *

Anything good wanted by the public will sell just as soon as its existence is known. All you've got to do is to start the publicity and the selling.—Barnhart & Swasey.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

A NEW SYSTEM'S FAILURE.

He owned a little paper,
And business was bad,
He was losing his subscribers,
And couldn't get an "ad."
So he made a bold announcement,
Saying: "Here is something new!
Hereafter we will edit
As George Washington would do—
Every column
Will be solemn
Truth, from an unbiased view."

And in his next week's issue
He told the simple facts.
(Some of them were as cutting
As though told with an ax.)
He wrote of social doings
In unembellished style,
And public men he mentioned
Also their stock of guile.
Very truthful
Was this youthful
Editor, with winning smile.

That was the only issue
On the Washingtonian plan.
Also, the final labor
Of the honest-minded man.
His paper is not running,
Since it started such a buzz;
But the editor is running,
Or, when last observed, he was—
He was chasing,
He was racing
Just as Aguinaldo does.

Baltimore American.

* * *

Clean, bright, well made up, and full of good ads is the Maury Democrat, Columbia, Tenn.

* * *

A new venture is the Reporter, published by the Newspaper Writers' Association, of Troy, N. Y.

* * *

W. R. Estes has sold the Truman Tribune to Eugene N. Disney, of Zumbro Falls, Wabasha County, Minn.

* * *

The Michigan Farmer, Detroit, is well up to the average of agricultural papers.

* * *

The St. Louis Humorist is not a typographical gem by any means.

* * *

A monthly calendar and the moon's phases are printed at the head of a column in the Kent News, Chestertown, Md. A good idea, even if it is not a new one.

* * *

It does not look well to see double-column ads run long way in a 13-em column. It is a surprise to see this in practice in such a paper as the Media (Pa.) Ledger.

* * *

Mr. Victor H. Hanson has assumed charge of both the home and foreign advertising business of the Montgomery (Ala.) Advertiser.

* * *

The first number of the Honolulu Republican was issued June 14, the day Hawaii assumed the robes of territorial government.

* * *

The Joliet Weekly News has bought the circulation of the Joliet (Ill.) Weekly Record, which has ceased publication.

* * *

There is a great flurry among newspaper circles in Chicago on account of Mr. Hearst's new afternoon daily, which is to be a "hummer."

* * *

In the heading of The Mulhall (Okla.) Enterprise, the space has dropped out between the two first words, and they are now close together; there ought to be more space

between the words than appears. The presswork of this paper was greatly improved, and it is now time to pay some attention to making the ad composition neater.

* * *

The Portland (Maine) Home Journal for June is a particularly well printed and clean monthly. The halftones of Riverton Park and other views were excellent.

* * *

A double-column head commences an article on the fifth page of the Purcell (Ind. Ter.) Register, and is "continued on page second." This make-up should have been reversed.

* * *

A "blanket sheet" is getting more scarce every week and the West Virginia News, Ronceverte, had better be making preparations for the change which will have to come. The smaller size of page is undoubtedly the best.

* * *

The editorial head and terms, etc., of the Madison (Ind.) Daily Democrat is worn down to the nick of type, or if it is an electro it must be printing on the wood. It ought to be reset by all means.

* * *

The El Reno Democrat, of Oklahoma, sends free copies to ministers actively engaged in the profession who reside in the territory, and has now decided to send the paper to school teachers for 25 cents a year. The regular subscription price is \$1.25 per year.

* * *

On Saturday evening, June 9, the Times-Union, Albany, N. Y. entertained 750 news boys and girls of that city by presenting them with admission tickets to the Empire Theater. This, no doubt, helps to make the paper the success it is. All these little things help.

* * *

The presswork of the Greenville (Ala.) Advocate should be improved. Perhaps the rollers are done. The type is badly filled in. It is not a difficult matter to keep the type and rollers clean when proper rules have been in force for a little while.

* * *

A copy of the Forrester (Ill.) Herald comes, showing a great improvement in the ad composition over the copy sent last month. Drop those old fancy faces of type as fast as possible, they are not adapted to newspaper advertisements.

* * *

Mr. G. Will Fish has taken charge of the advertising department of the Rockford (Ill.) Daily Register-Gazette. This will prove a benefit to the appearance of the paper as the ad composition and arrangement is not all that could be desired.

* * *

The Christman Publishing Company, who print and publish the Washington (Pa.) Reporter, have bought a lot and buildings and contemplate many improvements. It is a good paper now, and a copy addressed to this department will always be welcome.

* * *

The Texas Coaster has reached the end of the fifth volume. "The paper was started on May 10, 1895, in the face of more difficulties than it would again care to encounter for the reward there has been in it." Mr. Dunlop is now getting out a good paper, however, and the indications appear to be that he has succeeded at last.

* * *

The special boat-building centennial edition of the Elizabeth (Pa.) Herald has a full account of the boat-building industry and the first ship built West of the Allegheny Mountains. The presswork could have been better and the ad composition was below the average; there

was too much of a sameness about it. Special attention was paid to getting the reading matter as correct as possible, which would make the special edition of great value to local readers, who pay more attention to such matters than they do to fine ad display.

* * *

A neat piece of printing is that of the Boys' Industrial School Journal, published weekly at Lancaster, Ohio. A plain rule border, printed in red, around each page helps the appearance. It is a long way above the average of papers printed in similar institutions. The half-tone initials used in the issue of June 1 are good.

* * *

The Goodhue County News and the Red Wing (Minn.) Argus have been consolidated. C. V. Johnson and John S. Pardee are the proprietors. New life has been put into these papers and the combination appears in healthy form. The makeup and ad composition is above the average. The local news field is well attended to.

* * *

The Los Angeles (Cal.) Times recently got out an exclusive petroleum oil number, giving a lot of facts about petroleum in California. It treated the subject in a clear and complete manner, and the illustrations were mainly half-tones very well printed. Line drawings are fast disappearing as a method of illustrating special editions.

* * *

The Dansville (N. Y.) Advertiser still continues in the nine-column style of newspaper. It is well printed on good stock, and has a very clear and clean appearance. In all probability it would be a difficult matter to get Mr. Bunnell to change the size of page, but papers of nine columns to the page are getting more scarce each month.

* * *

No cleaner or brighter paper ever reached this department than the Bradford Republican, Towanda, Pa. No criticism is required on such a publication. The stock on which it is printed is good and this makes it a pleasure to handle the paper. The twenty-fifth anniversary number was a very creditable production.

* * *

Too many fancy faces of type appear in the ads of the Dwight Star and Herald. The motto which appears under the head on the first page should be removed. Everybody knows that Mr. Dustin is running the paper in order to make an honest dollar, and there is no gain by keeping it before the public in such a prominent place.

* * *

Mr. Hiram Young, of the York (Pa.) Dispatch was tendered a delightful surprise on his seventieth birthday recently by his employees. It was in the form of a banquet and presentation of a reclining chair. Half of Mr. Young's life has been spent in the publishing business. The Dispatch has the appearance of an old established and dignified paper. The first page is entirely devoted to news and is well made up.

* * *

The Trenton (Mo.) Times has this to say about running a newspaper:

To run a paper without occasionally publishing an item that is detrimental to some person is like running a railroad without having any mishaps or accidents. To do either is a physical impossibility. No man on earth is to so great an extent constantly at the mercy of both friends and enemies as the editor of a newspaper. He must get much of the information concerning transpiring events second or third handed or not at all. Frequently statements are received from supposedly trustworthy sources which are subsequently found to be without foundation. Not one editor in a thousand willfully injures either friend or foe by misrepresentation.

* * *

A copy of the Art Edition of the Oklahoma State Capital has arrived at this department, along with the following letter:

Guthrie, Okla., June 7, 1900.

Editor Printer-Journalist, Chicago, Ill.:

Dear Sir: We sent you the other day a copy of our Art Edition, and hope you will criticize it in the Printer-Journalist. We think it is a very fine piece of work. The people here prize it very much. We call your especial attention to the taste and novelty of the make-up. You will notice the cuts are run in oddly and give a nice appearance to the pages. Yours very truly,

F. H. GREER.

The work is of a very high order. The makeup and arrangement of the pages, with the large number of half-tone illustrations shown, will undoubtedly make it a valuable prize to the residents of Guthrie. Ninety-two pages and a cover—about the size of the National Printer-Journalist—with from one to five illustrations and portraits on

each page, and text describing all prominent local features, is quite a big undertaking. The colors selected for the cover might have been improved. The presswork was good, but some of the halftones could have been brought out stronger. Great care was bestowed on the whole of the production, with the result that it is away above the average of souvenir editions.

* * *

A special souvenir of the city of Mattoon, published by the Mattoon (Ill.) Commercial, consisted of 114 pages, illustrated with halftones of all kinds. It was a big undertaking and no doubt grew larger and larger as it progressed, until it assumed great proportions. The halftones did not come out as strong as they might have done, but the work was fairly good, and running type around the cuts must have consumed considerable time. It often seems to me a wonder how it is possible for small country offices to produce these big special souvenir editions at all, and I am always exceedingly reluctant to point out errors and poor work, for it is no doubt a great strain on the force—both business and mechanical.

* * *

Several copies of the Dodgeville (Wis.) Chronicle have arrived, and this letter:

Dodgeville, Wis., June 15, 1900.

O. G. Wood, Chicago, Ill.:

Dear Sir: I send you by this mail copies of recent issues of The Chronicle, for examination in your department of Newspaper Comparison and Criticism. Yours respectfully,

A. S. HEARN.

The paper has a good healthy appearance, enough to warrant the removal of ads from first page. The news items are nicely sized up and the presswork is good. Take away the em dash before "local matter" paragraphs; it has no more business there than a pointing fist would have. The Chronicle is a first-class paper, and the changes suggested are only of minor importance.

* * *

"Reliability is our motto; a little ahead of our competitors is our watchword," says the Humphrey Democrat, Platte County, Neb. There is a marked improvement in the appearance of this paper since noticed in the April number of the National Printer-Journalist. It is gratifying to have such men as Mr. Ewing members of our school of "progressives." The correspondence head is a good one. The news headings on the first page should be set a little larger—first line in pica anyway, then the subheads would be all right as they now appear. The fashion at present is to keep away as much as possible from the long-line-short-line style of display in ad composition; break up the display a little more. The Democrat seems to be full of push and get-there methods which give it a healthy appearance.

* * *

A copy of the Republican Journal and the following interesting letter arrived at this office:

Belfast, Me., May 10, 1900.

O. G. Wood, Criticism Department:

Dear Sir: I send by this mail a copy of the Journal in its new dress; should have sent it earlier. I appreciate your candid criticisms in the May number; but am afraid I am too much of an old fogey to benefit by them. I rarely use display headings, and am decidedly adverse to the typographical displays which characterize so many of the dailies. Where the make-up will permit I like to have the headings of the more important articles come at the top of the page, a practice which I see you disapprove. Yours,

CHAS. A. PILSBURY.

The Journal looks well in its new dress and is a first-class family paper. It has a personality about it which is desirable, and the suggestions offered for its improvement in the May issue of the National Printer-Journalist are those of rules which are in general use among newspapers. Here is a piece of evidence which goes to prove that something good holds its own against all comers:

The Enterprise has always contended in meetings where newspapers were discussed, that The Belfast Republican-Journal was unquestionably the best local weekly in Maine. The Journal is so highly appreciated in Belfast that no other paper can secure a foothold in that city, although several have tried it at different times, and the editor, Mr. Chas. A. Pilsbury, is showing his appreciation by continually adding to the many attractive features of his plant. The paper has recently appeared in a new dress of type, and will no doubt continue to hold first place in the field of Maine local newspapers.—Old Town Enterprise.

* * *

A copy of the Lyon County Reporter, published by C. F. Case & Son, Marshall, Minn., has arrived at this office along with the following letter:

National Printer-Journalist, Chicago:

Gentlemen: We send under separate wrapper a copy of a special edition of The Lyon County Reporter. With the exception of the quality of paper and the half-tone cuts, the paper is the same as usual. We want a general criticism. As we are still young in the business,

we are anxious to learn anything which will help out the paper. Respectfully,
C. F. CASE & SON,
F. W. C.

The issue of the paper was a special School Edition with a cover in orange and black, the High School colors; it contained halftone groups of the graduates fairly well printed. The "catch" lines in the ads are set too large, which makes them look a little jumbled; Tudor cap lines should never be used, this is not a good letter for a newspaper anyway, but it is misused when set in full caps. A good large font of brass rule is much better to have in a small office than a lot of fancy borders of different faces which often run out and have to be pieced out with different fonts. There was a little too much "squeeze" on the presswork. The paper has the appearance of great care and attention to detail. Keep it up.

AN ART IN COMPOSITION THAT PAYS.

There has been, it seems to us, a growing neglect in the composing room as to plain or straight matter composition required in magazines, catalogues and books. It has been said that "any well digger can stick type." This is entirely at variance with the early history of the art, when a printer was expected to be a man of refinement, culture and learning. An article written from Boston for the New York Mail and Express, puts this idea of the need and importance of attractive and artistic composition in entirely a different light. The writer says:

Our book printers certainly do the great bulk of the good printing of America; of eighty books at this moment under way in one of our largest printing houses, sixty are being printed for New York publishers. In the question why the heaviest book printing should be done in Boston, while New York has become the more important center of the publishing interest, there seems to be matter for an interesting story.

The element of the situation which first strikes a business man is the question of labor. When a publisher wishes to print a book in such a manner that it will please the public eye, he has three points about the type to consider. The first point is legibility; the second, grace; the third, compactness. The type must meet all these requisites, if possible, but they cannot be considered in connection with a cost which puts the publisher at a disadvantage compared with others. If the publisher, having these considerations in mind, now goes to a New York printer, he is very apt to be confronted with the requirement of the typographical union that in the font of type used the alphabet shall measure, between a and z, only a certain minimum number of "ems;" that is to say, that it shall be "fat" enough, in printer's parlance, to meet the requirements of the union. If it is "leaner" than the schedule requires, an extra price for composition is required. As a matter of fact, the faces of type which meet the typographical union's requirements lack the two elements of grace and compactness requisite to the publisher, while the faces of type which do meet these two requirements may also meet perfectly the first requirement of legibility.

The book printing offices of Boston are not controlled in this regard by the typographical union to the extent that the New York offices are. The difference with regard to this mechanic art, in this respect, between New York and Boston, is much the same as it is in other branches of industry. I do not think that the position of skilled labor is in any respect worse in Boston than it is in New York, but we are certainly more old-fashioned about the relations between capital and labor than you are in New York. The Boston master printer certainly has an advantage over the New York printer in his control of the labor in his establishment, and he need not consider the number of "ems" between a and z in his fonts of type.

This is one of the elements of advantage. There are undoubtedly others which are derived from the history and traditions of the printing business hereabout. There is a habit, a cachet, a presumption that a certain result will be reached in a certain spot, which is handed down from one generation of artisans to another, in any sort of manufacture. It crops out, here at least, in many another business. For instance, the specialty of the shoe manufacturers of Lynn, now as in the past, is women's shoes. Brockton makes almost exclusively the shoe that sells

for three dollars. Weymouth makes nothing but leg boots. The expenditure of fortunes would not enable Brockton to compete with Lynn in making women's footwear, nor Lynn to manufacture men's three-dollar shoes successfully; and neither of them could make a leg boot as Weymouth makes it.

I am told that not long ago a shoe made by a certain manufacturer in Brockton was left entirely unmarked, and was put into a heap of 1,000 shoes made elsewhere. Several smart and experienced shoe dealers were put, one after the other, to hunting up the Brockton shoe in the heap, and everyone of them picked it out without a moment's hesitation as soon as he came to it in the pile. Quite the same cachet attaches to the printer's work. The same font of type will not produce the same book, set up and printed in two different offices. And the history of printing in Boston and its vicinity has been peculiarly fortunate.

Curiously enough, fine printing in this neighborhood practically originated with a man who was not a printer at all. In the shop in Cambridge which did the printing for Harvard College, but which was not then, I believe, called the "University Press," a certain stationary engineer became, by dint of love of the subject and of much study, observation and collecting, a connoisseur of fine printing. His advice and criticisms were accepted with profit by the proprietors of the establishment, and the stationary engineer, whose name was A. K. P. Welch, became a partner in the concern. By and by the firm of Welch & Bigelow became the proprietors of the "University Press."

Upon the death of Welch, John Wilson & Son—the son being the John Wilson who afterward became famous as a printer—bought out the establishment. Here the methods of Edinburgh, always a center of fine printing in Europe, may be said to have been crossed with those developed by Mr. Welch, for the elder Wilson had his training in Edinburgh. The result was advantageous, at any rate. Welch had revived the old red line, and some of the typography which he did for Ticknor & Fields fifty years ago was decidedly creditable.

Meantime another great printer was being developed in another office in the person of H. O. Houghton, who had come from Vermont a very poor and awkward boy. Houghton was a printer before he went to college, and, if I mistake not, a printer while he was in college. At any rate, his cultivation as a scholar and his knowledge as a practical workman joined to make a great printer out of him. He first started a small office in Boston, which, by and by, he transferred to Cambridge. He bought a roomy site for his establishment on vacant land near the Charles River, and the "Riverside Press" was the result.

As every one knows, he became first a partner in the house which had been the house of Ticknor & Fields, and afterward the head of that house, but though the world may have known him best as a publisher, he was first of all, in his own thought and life, and in the love which dominated it, a printer. The books of the great publishing house which he controlled of course went to the Riverside Press and not to the University Press, but it was not for want of continued reputation for fine printing that the firm of John Wilson & Son eventually went into bankruptcy.

The great bulk of the printing done hereabout for New York printers is not done by either of these old establishments, but their methods and traditions have influenced the newer establishments, and new and notable printers have arisen. One of the greatest of these is certainly Mr. J. S. Cushing, of the Norwood Press. In the field of esthetic printing with an antique cachet, of the Kelmscott sort, Boston had a notable accession some years ago in Mr. J. M. Bowles, once of Indianapolis, and the editor of "Modern Art." He is a great student and connoisseur in this field. The house of Copeland & Day, now extinct, patronized more than one printing house in its brief and esthetic career, but it is safe to say that the house never published a book which did not reveal the marked personality of Mr. F. H. Day, who may be said to have supervised the look of every line in it. His influence certainly did the art of printing in Boston no harm, and it still survives.

With one impulse and another, Boston has certainly gained a position in the printing art which is at least not likely to be shaken so long as we retain the industrial advantage.



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO

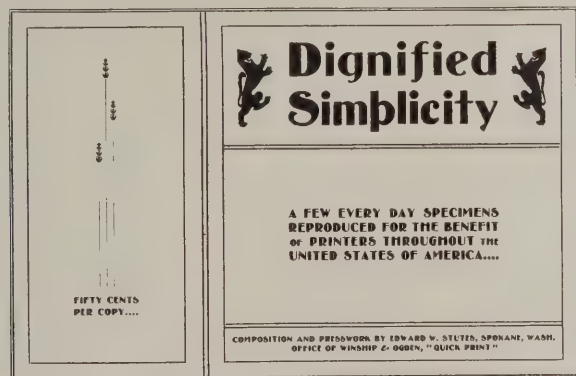
Mr. Hugh A. Lorentz, Buckhannon, W. Va., sends a specimen and the following letter:

Dear Sir: Kindly criticize enclosed "Annual." This was a rush job, run on a C. & P. Gordon, 2's, and we do not fear adverse criticism, for by our mistakes we profit. Fraternally, H. A. LORENTZ.

It is a 16-page pamphlet, with cover, and contains half-tones of some of the students of the West Virginia Conference Seminary, Buckhannon. The criticism to be offered on the composition is that of lack of white space—it is too crowded. Nonpareil caps leaded always look better than brevier caps set solid, and occupy no more space; this refers to the programme. The ad composition is fair. The wording of the title page admitted of a nice piece of work and would have looked better if set similar to the one shown in this number, sent in by Mr. Welton. The presswork on the half-tones was not good, and lacked make-ready: the blacks were not brought out strong enough. Of course, a rush job is a rush job, and never admits of proper care being taken with the work.

* * *

Edward W. Stutes, Spokane, Wash., sends a copy of "Dignified Simplicity" and some other printing showing good taste in composition and arrangement, with brilliant color effects. The presswork could have been improved, as it



A NEAT TITLE-PAGE.

shows too much impression, is badly "flecked" in some places, and ought to have been smut sheeted, for it is offset. A reduced reproduction is shown of the front cover page. A glaring typographical error in 14-point Jensen is easy to find. The other specimens submitted are above the average, and show an earnest desire to do good printing.

* * *

Last month, in the job printing department, there appeared four reproductions of specimens of a job competition in New York. One hundred and thirty-four specimens were submitted in the contest. These all appear in a book which J. Clyde Oswald, of the American Printer, is sending out. It is an interesting and instructive collection, and many a printer will be able to gather new ideas by studying this book.

* * *

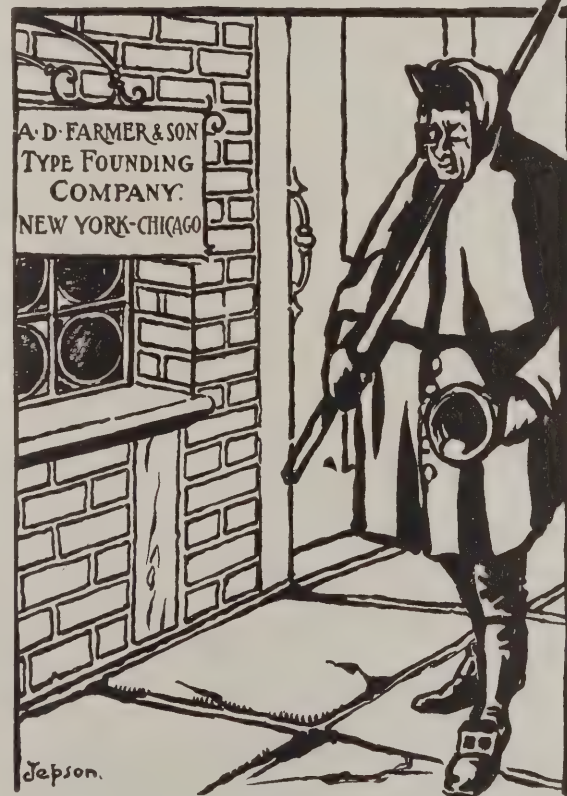
C. B. Cottrell & Sons Co., New York, have a distinct style of advertising the Cottrell press. They get out neat four-page circulars, set in Caslon old style, with an excellent half-tone on one page. The work is executed by the

well-known house of Bartlett & Company, the Orr Press, New York.

* * *

From the A. D. Farmer & Son Type Founding Co., New York and Chicago, comes a fine specimen of printing in red

BRADFORD OLD STYLE LETTERS BY A. D. FARMER & SON TYPE FOUNDING CO. NEW YORK, CHICAGO



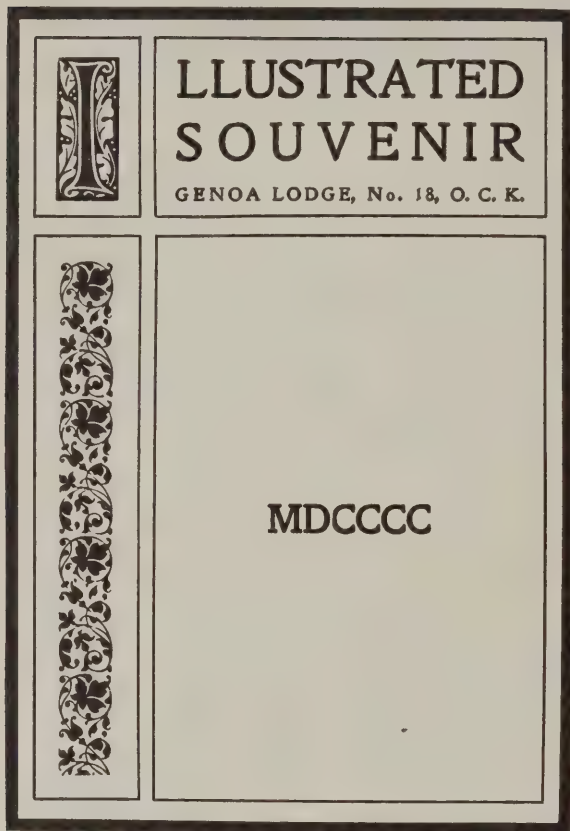
YE OLD STYLE COVER.

and black ink, showing the Bradford old style. The title page is a good piece of work done in the way they used to do a century ago, and in a style which has never been excelled. The front cover is reproduced, and the reader can

almost imagine the old watchman calling out, "Six o'clock, and a clear, frosty morning." The presswork and paper are pretty nearly perfect.

* * *

A second contribution to this department comes from Willard C. Welton, of Chicago, in the shape of a booklet, the cover page of which is reproduced as a neat sample of up-to-date composition. The simplicity of the arrangement



AN UP-TO-DATE COVER PAGE.

is the charm of the work. Inside the cover is a list of the members of the lodge, with halftones of the officers and prominent members. By the way, I see a portrait of one of the members is that of J. Miehe, Jr., of press fame.

* * *

Barnes-Crosby Co., Times building, Chicago, have at last got out a really fine monthly calendar. It is for June, and the illustration is a ship, but this may be the reason why it appeals so strongly to the writer. I take the good things home—not many of them—and this is one.

* * *

A good piece of advertising is being sent out by the Standard Engraving Company, Philadelphia. It is called "Our Customers by Mail," and is "A little book containing some hints and suggestions that if carefully followed out will lead to your satisfaction." It is concise, printed plainly, on deckle edge paper, in black ink. It tells the story very clearly.

* * *

An attractive blotter comes from the Eclipse Electrotpe and Engraving Co., Cleveland.

* * *

Rogers & Wells, engravers and printers, Chicago, do fine printing. The evidence is a booklet before me done by them for the American Trust and Savings Bank. It is interesting and it is beautiful. What more is required?

* * *

The Nonpareil, Council Bluffs, Iowa, is a hustling institution. The paper has started to get out what is called "Nonpareil Wide-Awakes," which is a four-page pamphlet—

two columns to the page, set 13 ems wide—telling of the advantages of advertising, and mentioning particularly the names of those who use the columns of the Nonpareil. Common stock is used and black and red inks show up well, but of course there is not the slightest attempt at elaborate or artistic printing. The idea seems to be a good one.

* * *

Blanchard and Blanchard italic is being strongly advertised by the Inland Type Foundry, of St. Louis. The type is shown in several different ways in printed matter sent to this office.

* * *

The Nine-Hour-a-Day Wage Calculator, published by Will Leffingwell, Philadelphia, is arranged to show at a glance the amount for every quarter hour from one-quarter to a full week of fifty-four hours for each quarter dollar of wages from \$1 to \$25 per week. It is bound in red leather, and must be of great service to bookkeepers who have large and varied pay-rolls to make up quickly and correctly.

* * *

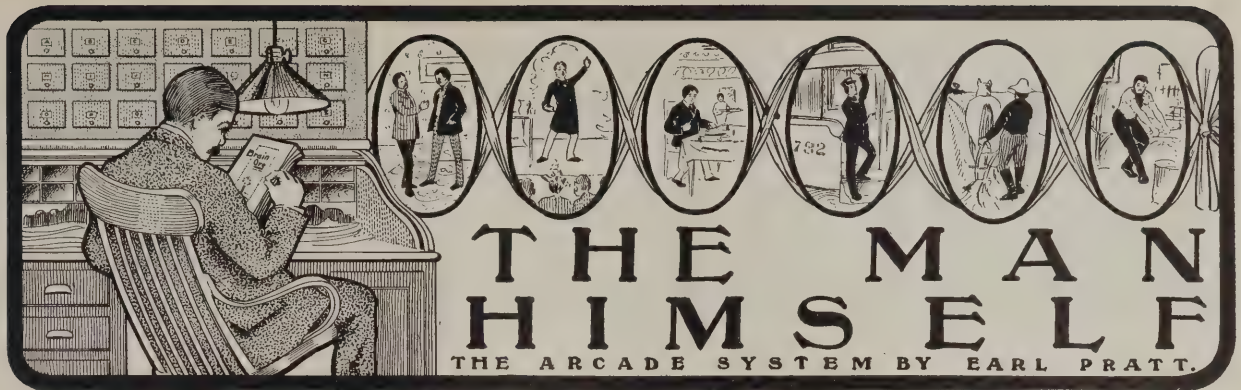
From the office of the Sun, Osceola, Wis., comes a booklet to be used as a kind of daily dairy record by farmers. Each page contains advertising which shows a too lavish use of ornaments, an error which a great number of country printers seem to fall into. An occasional plain rule is much better than a lot of flub-dubs and streaks of lightning put in here, there, and everywhere. The booklet was never intended to be submitted on account of its being an art production. This, of course, I understand. But the suggestions for improvement of setting ads is applicable to every-day work just as much as to the fine kind of advertising display. The idea of the booklet is a good one, and seems to have met with favor, judging by the number of ads. It was stitched on an ordinary sewing machine, using a long stitch; this made it very strong, and it may seem novel to some readers, but it is an old scheme.

ANOTHER PLATE HOUSE CLOSSES UP.

The Columbia Press Association, manufacturers of stereotype plates for newspaper use, with headquarters at New York and branches at Indianapolis and Pittsburgh, has gone out of business, after a vigorous fight for nearly three years. Their reasons for discontinuing are given as follows: "The impossibility of making money at the prices charged for our service; the loss of patronage whenever we have tried to raise the price. The constant loss has used up our capital and we do not care to enlist more in a hopeless venture."

This house was started a little less than three years ago, by men of experience and enterprise, and they not only made a good working newspaper plate, but they enlisted capital in the business, and pushed it vigorously. They began selling plates at the very low price of sixty cents a page. Finding, after experience, that the more business they did at that price, the worse they were off, they attempted to advance prices, but without stopping their constant losses.

The failure of the Columbia Press Association follows a long line of similar attempts that have been made almost yearly for the past ten or twelve years, both East and West. The plate-house graveyard numbers more than twenty-five headstones, and it is said that the losses of these enterprises will approach half a million dollars. That none of these enterprises should have made any permanent headway shows that the range of profits in the business is already too narrow to leave room for new houses to successfully establish themselves. The attempt to compete in quality and variety of matter with the old houses who supply everything for every kind of editorial taste and opinion, seems to be impossible. In order to get business the new houses have been compelled to make low prices, at the expense of quality and variety. In other words they have not been able to meet the demand from enterprising publishers in the variety of pages and the literary and artistic quality of the matter, at the prices they have charged. Price and quality must always bear some relation to each other, and it would appear from the repeated failures of the past that the old plate houses have got their prices down to a figure that leaves little or no chance for further reductions.



FOOLISH THINGS WE MIGHT HAVE DONE.

By Elizabeth W. Denison, in *The Interior*.



HOEVER has come to years of maturity, be they more or less, must feel that life is a series of deliverances. Heaven knows that we have made mistakes enough; small absurdities, middle-sized blunders, and now and then gigantic and overwhelming misflops. To be sure we emerge from them, and even in a measure, let us hope, from their consequences. But oh! if we could have avoided them altogether! Education of this kind is very expensive, and the worst of it is that our bills for schooling generally involve our friends. Such is the singular constitution of human nature, that we very evidently cannot grow wise in any other way. I look back upon my life with a sensation of having been caught unwarily in an endless succession of traps and snares. There I lost my head; never will I go into that kind of trap again. Here I was deprived of another useful member; never again will I approach this peculiar and delusive snare. And so on, through all the years, I have been constantly singing to myself, "The snare is broken and we are delivered," only to walk straightway into a new and specious form of alluring net. Even a bear knows better, for do we not read how the famous old grizzly, after many dire and bloody escapes, at last rose superior to traps of every description, and went his way unharmed? * * * What man has done, man can do, and there are those to whom the constant reliance upon the higher guidance has become the habit of their lives. Then, even the foolish things fall into line at last, and own themselves conquered. They have served their purpose as "little candles shining in the night" to show us the weak places in our defences. And the deeper our humiliation, the clearer shines their small but revealing light. Let us not be self-righteous, but it is something to know when we have been ridiculous. * * * Our horizons may be dark and discouraging, and the grasshopper may be a burden, but every one of us may always say to ourselves with delight and joy: "I have not done all the foolish things that I might have done."

ORVICE SISSON SUGGESTIONS.

Many who are wandering in the dark might have instant daylight could they read the in and out stories of others who have been singularly situated.

Angry men never entertain angels unaware.

Neither get out of bed nor get up from the dining table to record new ideas.

Before reprimanding any one first inquire after their health and explanations of conditions.

I can afford to take abuse for some time if I deserve it and learn something each time.

Trouble without permanent injury is a great blessing.

It is so easy to carry 47 things you do not need and not have the one thing you want most—a time-table.

It is easy to slight a person in trying to be polite to another person. Rather than force either side to "take water," both sides should get up higher and on mutual ground.

Those who refuse to try to remedy their blunders are their own worst enemies.

FROM PAIN TO PIN.

The dentist was causing him pain and expense because the tooth was being repaired. The tooth was being re-

paired because it was broken. It was broken because he hit it on the top of a chair. He hit it because he was trying to find a pin on the floor in the dark, dark night. To see him was to say: "Moral—strike a light."

BE SURE YOU ARE RIGHT.

Very smart people have retreated in confusion after being tremendously positive. Investigate your own reasoning for your own safety.

THIS IS A LEVER.

Boys flying kites haul in their white-winged birds; you can't do that way when you're flying words. May this Will Carleton sentence cling to your will.

FOR FORTY DOLLARS.

My old preceptor's preceptor had done a hard day's riding in the country when he found on his slate late in the evening a call to a distant house in a lonely region. As that call would make him his best day in booking, or \$40, he started out very weary, but ambitious. On reaching the house and knocking several times an upper window opened and some one asked him his business. He explained. The same one advised him to clear out if he wanted to save trouble. He went home.

PAUL POINT QUESTIONS.

Have you a record of a faker's funny reasoning?

What have you learned by expensive experience?

Is kicking a product of disposition or of environment?

Can you think of a good illustration of profitable politeness.

What is your remedy for serious trouble due to foolish sport?

How could the accidents you know about have been prevented?

Have you spoken to a stranger while thinking him an acquaintance?

Can you report something which was fine in theory but a fizzle in practice?

Is any one too smart provided his smartness is exceeded by his intelligence?

What do you want to know which you would be willing others should know?

Have you been injured while watching to see if some other person would get injured?

Are you willing to join us in building lighthouse thoughts on life's dangerous rocks?

Have you a little piece of wisdom which has done you good to roll over and over in your head?

NOTICE TO EDITORS OF THIS AND OTHER COUNTRIES.

You are invited to join me in my research work on the following plan: Give me one of your reporters for two or more hours a month to collect from the people scattered and unrecorded valuable information. Each reporter's work can be sent in manuscript or printed and a clipping mailed or a marked copy forwarded to me, using registered mail occasionally. From the contributions—which may include any suitable clippings from past numbers of your publications—syndicate articles, generally copyrighted, will be prepared and run in this journal, and contributors are at liberty to run in their publications all or part of these monthly reports. One registered mail receipt will entitle you to the copyrighted articles for three months. We will first take up examples of laughable, unusual, or expensive mistakes, trying to study at the same time the sources and elimination of trouble.

E. M. PRATT, 123 Fifth Avenue, Chicago, Ill., U. S. A.



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.



THE correspondence received by this department on the subject of the Windsor Hotel fire story shows that about 60 per cent of the writers believe that emotional words and phrases may be used properly in a news report. While not wishing to be dogmatic on this subject I have felt from the first that attempts to create feeling by the piling on of emotional words must be futile; that the reader must be moved by the essence of the story and not by its dressing; and that the best way to arouse emotion, if that be desired, is to tell a moving story in the simplest and most graphic way possible.

At the risk of becoming tiresome I would like to submit in defense of this position a brief report of a drowning accident clipped from a recent issue of the Sioux City Journal. Three or four emotional words have been used, but in the main the story is as straightforward as an oral communication:

"The little 14-months-old baby boy of W. W. Metcalf fell into a tub of water and was drowned at 2:45 o'clock yesterday afternoon, at the home of its uncle, two blocks north of the street car line at Hedge's station, Morning Side.

"The child was toddling about on the porch, and for the moment was not being looked after, although its father was engaged in making some repairs on a wagon a short distance away. The tub of water was on the ground near the porch. Probably the little one fell off the porch and into the water, perishing without a cry, in easy calling distance of both its mother and father.

"It was a few minutes after the accident that the baby was missed. A search for the child resulted in the frightful discovery that it was lying at the bottom of the tub of water. The distracted parents and frightened relatives worked desperately over the little body after it was taken from the water, in the vain hope that there might still be left a spark of life. While the others were using every means within their knowledge to resuscitate the baby, one of the number hurried to the city to secure a doctor.

"Dr. S. B. Hoskins hastened to the stricken home, but he found the child beyond medical assistance. The doctor is of the opinion that the baby was dead when it was taken from the tub.

"The grief of the stricken father was nothing less than pitiable. His life must have been wrapped up in the baby boy who had been taken from him so suddenly and without the slightest warning, and he wept like a child. The mother seemed to stand the blow better than the father, who could not be reconciled. His was a case of strong man's grief, than which there is hardly any suffering that is more impressive. The child was a strong, handsome boy.

"Mr. and Mrs. Metcalf were only tarrying in Sioux City on their way from their old home in Harrison County to a point in Minnesota. They arrived in Sioux City only day before yesterday, and were staying at the home of Mr. Metcalf's brother. Their further journey to their new home will be a sad one indeed."

This story reaches the heart of the reader. Why? Not because it mentions the "frightful discovery," or the "distracted parents," or the "frightened relatives." It is doubtful if these expressions add anything to the impression made upon the reader. But there is real pathos in the fact that the child died while the father was working within calling distance and was not aware of the danger.

A "star man" on a metropolitan paper assigned to make

a "spread" on this heart-breaking little incident, might have gone back to the birth of the baby, telling of the determination of the family to find a new home, of the journey and the halt at Sioux City, and finally the fall into the water, putting it in the form of a magazine story, and yet it would all be so bizarre and insincere that it would have less force than the direct and dignified report that we find here as a part of a reporter's every day output.

Sincerity, directness, and a reasonable amount of dignity. These are the qualities needed by the reporter who writes for a sane and well-balanced community.

*

The Associated Press not long ago told of the discovery that a boy had been buried alive, and that "the position of the body and the condition of the coffin indicated that the victim of a horrible mistake had died in terrible agony." Putting aside the suggestion of a reputable physician that these gruesome indications do not prove anything of the kind, let us read that sentence after eliminating the adjectives. "The victim of a mistake had died in agony" tells it all. The adjectives merely show that the writer was slightly hysterical, and therefore presumably not wholly reliable.

*

All newspaper people are glad to sit at the feet of the New York Sun, and this paragraph from the editorial page of that paper ought therefore to be doubly welcome:

"The less division between the spoken and the written speech the better. It seems to us that usage, stronger than a million grammarians, has already decided the vocation of 'a' and its elder brother 'an.' The junior walks before the consonant sounds; the senior is usher to the vowel sounds. It may be that there are painful souls who force themselves to say an historian and a history. Most persons would, we think, instinctively employ the shorter article in both cases. But we grudge the an to nobody who loves it before the unaccented h."

*

A city editor of long experience was recently asked what failing is now most prevalent among reporters. "Twenty years ago," he said, "more men were made unfit for newspaper work by drink than by all other causes combined. Now the convivial reporter is the exception. Half of the men on my staff are so temperate in all things that they habitually refuse cigars and liquors and even decline to partake of banquets at irregular hours because they know that these things will in time undermine their constitutions. Compared with the reporter of the last generation the reporter of the present day is a model. He is learning that neat clothing, clean linen and polished shoes are a necessary equipment for his business, and that he cannot get along well without good manners, a clear head and plenty of self-respect. The failures are now comparatively rare. They come, in my judgment, more from a misunderstanding of the ethics of the profession than from any other cause. Men do not realize as they should that success comes through loyalty to the profession and all of its obligations, rather than through a 'stand-in' with outside influences that promise a future career of some kind outside of the newspaper business. Reporters cannot be blamed for looking for chances to enter other lines so long as their pay is as low as it is now, but if they intend to make newspapers their life work, they must marry the profession and devote themselves to it with as much zeal as a lawyer or a doctor or a clergyman devotes himself to his vocation. A reporter who is always planning to get into the law or into literature or into business does not do as satisfactory work, as a rule, as the man who intends to stick to the newspaper through thick and thin and is willing to buckle down to all of its numerous and onerous requirements."

WESTERN CANADA PRESS ASSOCIATION.

MEMBERS of the Western Canada Press Association, with their wives and daughters, arrived in Chicago, Friday morning, June 1, on their second annual excursion. They went to the Great Northern Hotel, where quarters had been engaged for them during their stay in this city. No regular programme was arranged, but a local committee consisting of James L. Lee of The Challenge Machinery Company, C. C. Marder of the American Type Founders Company, and Jas. A. Wood of Barnhart Bros. & Spindler received them upon their arrival in Chicago.

At 10 a. m. the party assembled in the parlors of the Great Northern Hotel, where Mr. Lee briefly outlined what the committee had to suggest in way of sight-seeing.

As to points of interest, we have prepared a brief list of some of the most important, and printed copies of same will be furnished to all who want them.

I presume some of your party may be weary with the long journey and prefer to rest for a short time. To all, however, who are ready for a jaunt, The Challenge Machinery Company extends a cordial invitation to visit their works, and see the process of manufacturing printing machinery. These operations are quite interesting, especially to all connected with the printing business. The Challenge Machinery Company's works are reached by Archer avenue cars, which pass within one block of this hotel. On the way out we pass the great "Lift" Bridge which spans the Chicago River at Halsted street. It is raised perpendicularly to a height of about 155 feet; it is the only one of the kind in this city. Returning you can take in some of the great stores on State street. But I must urge you to be back at the hotel at 1:30 p. m. sharp, as we shall have two of the Columbian tally-ho coaches ready at that time



Members Western Canada Press Association, Lincoln Park, Chicago.

"Western Canada Press Association, Ladies and Gentlemen: My good friend, Mr. Crome, your chairman, wrote some time since that your association, on its annual tour, intended to spend a couple of days in our city; but he particularly emphasized the request that there be no demonstration or formalities upon your arrival here. He said that you just wanted to be "turned loose" in our city with a few pointers as to how to see some of the many attractions in the shortest time, as your stay would be limited.

Now, we know that our good neighbors on the north generally mean what they say, so we have taken him at his word, and if the flourish of trumpets and speech-making galore are conspicuous by their absence, I must ask you to blame it on your chairman. However, we bid you hearty welcome, and with Mr. C. C. Marder, of the American Type Founders Company, and Jas. A. Wood, of Barnhart Bros. & Spindler, we are at your service during your stay in our midst.

to take you, via Lake Shore Drive, to the Ferris wheel, where all may take a ride in that most wonderful and magnificent piece of mechanical engineering. The Ferris Wheel Park will also be worth seeing, as the Swedish (Svithiod) Singing Society is holding a fair and other interesting entertainments, to all of which you are invited by courtesy of Mr. Nelson, president of the Swedish Society. On the return we shall drive through Lincoln Park, stop at the Zoological Gardens, where may be seen one of the finest collection of wild animals in this country. You will pass some of the most beautiful flower beds, and statues of Lincoln, Grant, Franklin, Schiller, Goethe, Heine, Hans Christian Andersen and many others of surpassing interest for which this favored spot is noted. It is the intention to arrive at the hotel in ample time for refreshments and then spend the evening as may please your own sweet will.

The American Type Founders Company desire your en-

tire party to inspect their great type foundry and printers' warehouse.

Barnhart Bros. & Spindler also request you to give them the opportunity of showing you how they make "types and things" so necessary to the world's progress.

If you shall desire to make up parties to go to any particular points of interest to-morrow, Messrs. Marder, Wood and your humble servant will be pleased to act as guides, and for that purpose we will be here at 9 a. m. at your service.

In conclusion let me say with the old Scotch ballad: "Ye're all o' ye wilcome, heartily wilcome; all o' ye wilcome, iver mon."

Mr. G. D. Wilson, President of the Western Canada Press Association, in a few well chosen remarks accepted the invitation of the committee, and said that he felt sure all the members of the Western Canada Press Association would be delighted with the tally-ho ride and other entertainment in prospect. For himself and on behalf of his party he tendered most hearty thanks to Mr. Lee and the committee for this unexpected treat. Three cheers for Chicago and the local committee was proposed and given with a will.

At 1:30 p. m. the entire party filled the tally-ho coaches and made the trip to Lincoln Park, etc., as proposed, and spent a most interesting and enjoyable afternoon.

Saturday was taken up with sight-seeing, some going to the stock yards and base ball game, others took in the Art Institute, Public Library, Masonic Temple and other notable buildings. All were most enthusiastic over the wonders of Chicago and regretted their plans permitted so short a stay in the city.

At 8:30 p. m. the party went to Dearborn Station where their special Pullman sleepers were in readiness to convey them to Detroit, Buffalo, Niagara, Toronto, Montreal, Quebec and Ottawa, Can., and thence direct to the starting point, Winnipeg, where they arrived June 15.

The officers of the Association are as follows:

President—G. D. Wilson, Sun, Brandon, Man.

First Vice President—E. A. Chapman, News, Rat Portage, Ont.

Second Vice President—J. J. Young, Herald, Calgary, Alberta.

Third Vice President—H. C. Clay, Reporter, Rapid City, Man.

Secretary—G. H. Sauls, Free Press, Winnipeg, Man.

Treasurer—John Stovel, N. W. Farmer, Winnipeg, Man.

Chairman Ex. Com.—J. C. Crome, Winnipeg.

TEXAS PRESS ASSOCIATION.

The meeting of the editors of the great Empire State of the Southwest, at Brenham, was very successful and profitable. This may be said truthfully of every convention of the Texas Press Association, for they are alive down there to the full value and possibilities of the calling. The session lasted three days, and this is the correct time to be covered by such a gathering, when all the benefits of papers and discussions and of studying the locality, with its industries, advantages and institutions, are to be reaped, and full measure to be given back to the city extending courtesies and opportunities for securing broader knowledge.

The convention was opened with prayer by a minister who afterward invited the editors to visit and inspect his church. This invitation was accepted by the President, Will H. Mayes, who said that the editors had frequently been invited to visit all other institutions, including prisons and breweries, but it was the first time in his observation that, as an association, they had been invited to visit a church, and he would heartily accept on the part of all, without going through the form of putting a motion.

A very gratifying address of welcome was delivered by Hon. Harry Haynes, who spoke of the press as sending out "to earth's teeming millions in one silent, continuous stream, multiplied millions of teachers, informing, instructing, educating and enlightening the people with current history on questions of domestic, social, religious and political economy and philosophy." He quoted from Col. A. H. Belo, in an address before the stockholders of the Galveston News, as giving in brief the true ideal of the newspaper. Col. Belo said: "In the conduct of this paper

let us cast aside all prejudice, our own personal ambitions and vanities, and lead the people along paths of truth."

To the address of welcome F. B. Baillio, Past President of the Association, and acting President, by reason of the death of President Parrott, of the National Editorial Association, responded in a most able and instructive manner, tracing the work of the press as an educator and promoter of the progress and upbuilding of communities, cities and States with all their multiplied industries and institutions.

The afternoon of the first day was given up to the President's annual address, the appointment and reports of committees and other routine and miscellaneous business. A resolution was adopted to erect a monument to Dr. W. M. Yardell, a former President of the Association, and an appropriation was made for the purpose.

In the evening the editors were treated to a splendid musical entertainment gotten up in their honor and led by the Second Regiment Band.

On the second day a paper on "The Country Paper and the Ready Print," by E. G. Meyer of Austin, elicited a good deal of discussion. Mr. F. B. Holland thought that ready print advertising, as sold and used, was a great loss to the business and an injustice to home advertisers. Col. F. B. Baillio thought the use of ready prints was a question that must be settled individually and not collectively. He had made money by using ready prints at one place, and at another place he had made money by not using them. Col. Martin of the Gatesville Messenger said that he preferred plate matter when necessary to curtail expenses. "It was argued that there were some papers which could not exist without the ready print, and there were also some papers for whose existence there was no excuse any way." Mr. J. G. Rankin thought that every one in the newspaper business ought to control all his space.

"How to Hold Subscribers" was the theme of an instructive paper by J. E. Verner, of which more later.

One of the best papers of the convention was by W. M. Reilley on the somewhat novel theme, "Which Makes the Better Boss: the Proprietor or the Public?" It is a conundrum worthy of considerable cogitation.

One of the interesting items of business of the third day's session was an able report from the Committee on Libel Laws. A special committee with an appropriation from the treasury was appointed to present the subject of just libel legislation at the next meeting of the Texas Legislature. Memorials to the dead were adopted and appropriate resolutions. The following officers were elected for the ensuing year: President, Hon. E. W. Harris of the Greenville Morning Herald; First Vice President, Fred B. Robinson of the Huntsville Item; Second Vice President, Hon. C. N. Ousley of the Galveston Tribune; Third Vice President, S. J. Thomas of the Comanche Chief; Secretary, Frank Vernon of the Cisco Round-Up, re-elected.

By resolution the Arkansas and Mississippi Press Associations were invited to hold their next annual meeting with the Texas Press Association.

At 1 o'clock in the afternoon of Saturday, the last day of the convention, a most elaborate banquet was tendered to the editors by the citizens of Brenham, which was said to surpass many National Association banquets.

The following toasts were ably responded to during the dinner:

"Optimism in Journalism"—Col. F. B. Baillio.

"The Nicaraguan Canal"—E. G. Senter.

"The Trans-Mississippi Congress"—F. B. Holland.

"The Benefits of Press Gatherings"—S. J. Thomas.

"Texas Hospitality"—C. N. Ousley.

"Women in Journalism"—"Mary Jane" Cox.

"What Are We Here For?"—John H. Cullom.

"Our guests"—Rev. J. L. Massey.

The retiring President was presented with a gold-headed cane, inscribed, "Texas Press Association to Will H. Mayes, President 1900."

The convention was followed by a delightful trip to and entertainment at the Island City, Galveston.

IS THE BEST ONE GOING.

Erie, Pa, May 19, 1900.

National Printer-Journalist, Chicago:

Gentlemen: Enclosed please find check for subscription to your journal to 1901. It is the best that comes to this office and I enjoy it very much. Success to you. Yours, etc.,

T. F. PHELPS, Editor Times, Erie, Pa.

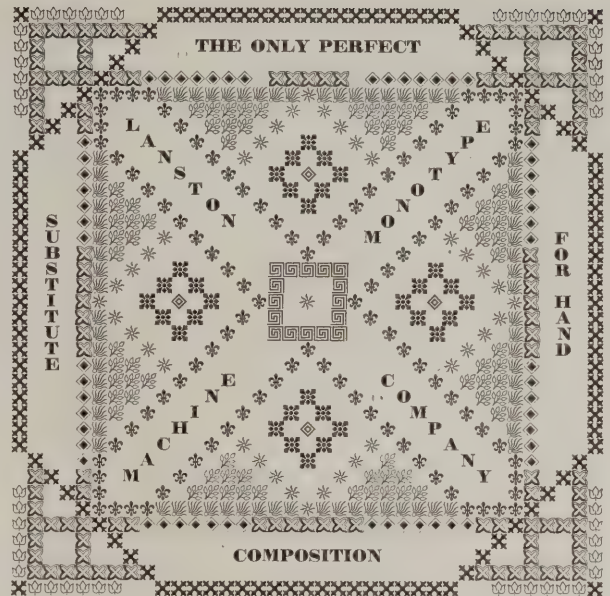
ANOTHER GREAT MECHANICAL ACHIEVEMENT.

THE WONDERFUL PERFECTION REACHED AND THE
WIDE RANGE OF WORK COVERED BY THE
LANSTON MONOTYPE-MACHINE.



URING the recent visit of the editor of this paper to New York, Philadelphia and Washington city, a splendid opportunity was afforded to ascertain the progress made and the perfection reached in the Lanston Monotype-Machine, with all its wonderful improvements and adaptations. Some preparation had been had in Chicago, before starting, by the successful workings of the Monotypes in the large printing office of J. C. Winship & Co., of Chicago, yet all that was seen in the East far surpassed the high expectations that had been raised. Twenty machines were found to be in operation in the office of the New York *Sun*, and not only is the work satisfactory, but the type itself is of such high quality that after being used in the columns of the *Sun*, in the manner of daily papers—the type when made in the forms being first stereotyped and the plates only used in printing—that it is already sought after by printing and newspaper establishments, so that the *Sun* not only economizes time and cost in composition, but sells the type, in some instances, at a handsome profit, instead of melting over for further use in the office.

The publishing house of Harper Brothers' Co., where the highest class of printing in book and magazine work is required, was another point of research. Here one machine was found in use and nine more machines were being installed. In Philadelphia the great and far-famed machine shops of Wm. Sellers & Co. were visited, and interesting information obtained of the extensive and costly additions and improvements introduced in preparation for the turning out of these machines to reach the large demand already developed. It was, however, felt that to do justice to this now perfected invention of so much importance to all users of type, nothing short of an inspection in the home office in Washington city would be satisfactory. Here all the details of construction were watched and the relations and nice adaptability of each and all the parts, one to the other, and to the producing of the perfect results that had been witnessed with so much pleasure, were carefully noted. The machine was put to practical test in the producing of different varieties of work, and a full understanding reached, not only of the wide range of work possible, but as to the simplicity and positiveness of the process, and as to the accuracy with which the work is turned out. To awake an interest and fix the attention we first give herewith a sample of ornamental design and border work actually turned out by this machine just as it here appears, without any hand manipulation. As sufficient indication of the character of type-casting and setting done on the Lanston Monotype, we wish to further state, at the outset, that *the type for this entire article was cast and set on the Monotype-Machine*. It was so set for the purpose of showing the regular work that is daily and hourly turned off by this printing wonder. It matters not so much where, as to what was seen, and as to the actual results reached, though in the use of the machines in the large offices mentioned and in the preparations made for extensive manufacture, there exists indubitable proof that the experimental period has passed and that thorough examinations and more practical tests have been made by the very best informed printers and publishers, and the results have been such as to convince, as to win and enforce against all doubts and prejudices, entire confidence and complete satisfaction,



so that new purchasers follow the first, until the whole composition in the great offices named, as well as in others where trials or examinations have been made, will be by the Lanston Monotype.

A partial but truthful description, as far as possible by words and illustrations, of what was actually seen and learned will be the attempt in this article.

The Lanston Monotype-Machine is constructed in two parts, a keyboard and combined type-casting and type-setting machine, on which latter machine "mono" or single types are cast and set into lines, justified and placed in a galley all at the same time, continuously and automatically, without one operation in any way delaying or interfering with the other. This is most wonderful, and the results, as this article and the wonderful piece of ornamental work shown above are ocular proofs and perfect. Attention was first directed to the keyboard. It is a simple piece



KEYBOARD.

of machinery, in appearance not unlike an ordinary typewriter, and is worked with equal ease. It is made up of three principal parts: a bank of keys, a series of punches, and scale action registering the body-sizes of the type. The keyboard is used to perforate a paper ribbon and contains 225 characters which, through thirty punches, control two hundred and twenty-five characters on the matrix case.

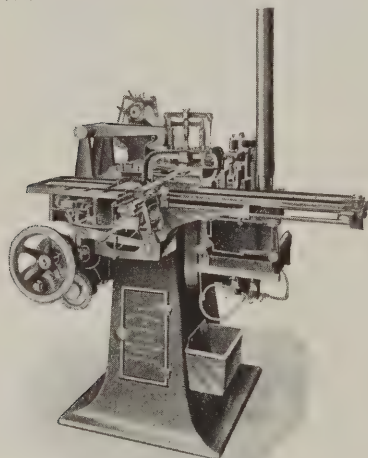
This matrix case, so-called, is a flat steel frame filled with copper matrices, containing in a space of 3" sq. a whole font of type. The matrix case as moved by the directing pins and machinery connected therewith back and forth horizontally, brings the required character to the mold, made of hardened steel, that is automatically opened to a greater or less extent, as required by the set size of the letter to be cast. The type metal that is kept heated in a melted condition by an ordinary gas lamp or flame is injected and the letter instantly formed. With scarcely a perceptible pause the matrix case rapidly moves as guided by the directing pins until accurately centered by a taper point playing

from above into a cavity in the copper matrix, when another character is cast.

The perforated paper ribbon indicates the length of line, and when perforated represents, in the completed work to follow automatically in the type-casting machine, every possible thing that could be done by a type compositor in setting up single types and properly spacing or justifying the same. The keys, as stated, work as easily—being aided by the use of compressed air—as those of a typewriting machine.

To go back a little, when the ribbon is filled with the little perforations or round holes at the rate represented in type of from 4 to 6 thousand ems per hour, depending upon the expertness of the operator, it is placed on the type-casting and setting machine, power is applied, and the rest of the work, as stated, is done automatically.

The perforated ribbon passes over a perforated cylinder each perforation of which is connected with a brass air pipe or tube. These tubes are 30 in number, fifteen on each side.



CASTING MACHINE.

This is the briefest possible outline of the process, and is made largely to indicate that the motions of the machine are controlled by compressed air, through the perforations in the paper carried forward in the tubes to throw up the guiding pins. Compressed air never varies in its action; does not wear, stick or clog, and cannot injure in any way the perforated paper ribbon.

This perforated ribbon is in rolls, and a whole book can be put away on these ribbons in the most compact space possible, and then can be set up at any time. All that the type-casting and setting machine needs is to be kept in order and to be supplied with the rolls of perforated paper ribbon, and one man, with boy help, can attend 6 of these machines, running at the rate of 5 thousand ems per hour for each machine, or 120,000 ems in a day of 8 hours for 3 machines.

All those wishing a more detailed description of the operation of the machine should write to the Lanston M. M. Co., at Washington, D. C., for their book on mechanical type composition, which is not only a handsome specimen of typography, but is, to any one interested in the wonderful achievements of mechanical construction and invention, a very fascinating work.

The Monotype Company has not rested merely with the construction of this mechanical wonder, but has taken the greatest care and gone to the greatest expense in securing perfection in every part. This applies to the manufacture of matrices for the casting of new and most attractive faces of type, as well as of all the regular body types varying in sizes from 5½ to 12 point:—

THE QUEEN ATTENDS CHURCH.

Her Majesty Worships at the Vice Regal Private Chapel.

THE QUEEN ATTENDS CHURCH.

Her Majesty Worships at the Vice Regal Private Chapel.

THE FLOOD LOSSES GROW.

A LONG LIST OF DEATHS BY DROWNING REPORTED FROM TEXAS.

THE FLOOD LOSSES GROW.

A Long List of Death by Drowning Reported From Texas.

FOOD SCARCE IN MANILA.

THE COST OF THE NECESSARIES HIGHER THAN DURING THE BLOCKADE.

In company with the superintendent of the mechanical department, the draughting room was first visited, where a number of bright intelligent young men were found busily making drawings of letters. These letters are drawn from 6" to 12" in height. These drawings, perfect in every detail, were followed into another room where letters the full size of the drawings were being cut out of brass and fastened on brass plates, forming what are called the master patterns. These are made with great care, for any defect here follows the type through the whole series, as will likewise every beauty of form, line or shade. These master patterns are taken into an adjoining room, where machinery is called into requisition, and the patterns, about one-fourth the size of the original, are made. These patterns are then used as guides to the machinery in cutting the matrix punches. In the latter process magnifying glasses of great power are used, and when the matrices are reached measurements are made down to one four-thousandth of an inch, and an exactness in the sizes and depths of the matrices are obtained that would be impossible without the most perfect and expensive machinery. The points of the little cutters that mill the punches, through which the letters are made by driving, are so fine as scarcely to be discernible by the naked eye. The result is that the letters when made present a sharp, clear line, so desirable in good printing. The casting machine is made with equal exactness. Hardened steel as smooth as a mirror and so firm as not to be cut with an ordinary steel chisel is not only used in the letter punches, but in every working part of the machine by which type is directly formed.

Auch ein Held.

Fine Erinnerung an den ungarischen Freiheitskrieg. Von Porjo.

Aus dem Zaun, der unser Wohnhaus zu Dabas umfriedete, hatte ich soeben ein Rohr herausgezogen, das zur Anfertigung einer Pike geeignet schien, als ein junger Mann mit rasirtem Gesicht und barhäutig durch das kleine Thor den Hof betrat

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The three sizes of German text shown above are arranged upon one keyboard and are set without any change in casting machine whatever.

The Company has gone on the principle that perfection in construction must inevitably bring perfect results, and the work shows that there has been no mistake made in this regard. The Lanston Monotype, as a specimen of perfectly adjusted and perfect acting mechanism, is not surpassed by any machine of its class. So much for the machine, as seen and examined in every part and in every step of the manufacture.

Now, as to its advantages in actual use. *First*, any one who can operate a typewriter or who can set type can learn in a few hours to use the keyboard and can put his copy on the paper ribbon at any time. This does not at all interfere with the automatic type-setting machine, as it is just as distinct therefrom as is the typewriter. The copy can be taken off and laid aside when the roll or take is full, or a score or more of different short articles can be put on the same ribbon. All that is necessary is that when the automatic type-setting machine is ready, to put the roll of copy in place, set the machine going, and it composes itself. *Second*. Each matrix case contains a complete font of type, and it can be slipped out and a second case or a whole new font of type, unlimited in size, a million pounds, could be cast and set from the 225 characters contained in the matrix case—slipped in without changing the machine, except to loosen the screws to remove the one case and fastening them again to hold the other. This was done in less than 3 minutes in the presence of the writer of this article. *Third*. The matter is always set in new type of the best quality and is more evenly spaced than when set by hand. *Fourth*. The types being separate, perfect and nicked, standing squarely upon their feet, are available for distribution and use in ordinary type cases, or the matter can be left standing in forms that may require slight or frequent corrections or changes, the same as any other regular foundry type. *Fifth*. By simply moving a pawl, always in easy reach of the left hand on the composing or keyboard machine, lines can be set of any measure, from one to sixty ems of the body, the casting machine requiring the adjusting of a rail only, thus providing for the slipping in of cuts, as is shown in this article, which is the same as setting around them in ordinary composition, though much more expeditious than is the setting up of type around cuts by hand. *Sixth*. Owing to the great variety of type sizes represented in the 225 characters of each separate font, or in each separate matrix case, the Monotype-Machine is especially adapted to a large variety of job and ornamental work, not requiring faces of type or borders larger than twelve point. *Seventh*. As partly before enumerated, being so distinct therein from other machines, the keyboard machine may be operated at any time or place the same as a typewriter, away from the plant, in the editorial or reporter's rooms, or even in law or other offices, and the perforated

paper ribbon then taken to the casting machine the same day or 6 months afterwards and the matter set up automatically—the operator of the keyboard having done all the work necessary to perfect composition, though he may never see the type and only get the result of his composition in a neatly printed page. *Eighth*. Then, too, the casting and composing machine, operating automatically and independent of the keyboard, can be run all night if necessary, while the man or men who really did the composition are asleep, and one man and a trained boy, as stated, can watch and keep in operation 3 machines doing the work of 12 compositors, while these men rest. *Ninth*. No type distribution is required. *Tenth*. The cases are, in effect, always filled and ready for immediate use. *Eleventh*. The economy of the great convenience already mentioned, the enabling of reporters, editors, or even lawyers to set up their own copy with no more labor than is required to put it in typewriting—to do the composition in the mere act of preparing the copy. *Twelfth*. A new dress of type for every issue of the paper, for every new book or pamphlet, and every reissue thereof, without cost, or at most only the cost of the original investment in type metal, and keeping it in the best condition, which is so small as to be scarcely worth mentioning, not being to exceed \$1 on 120,000 ems of type. *Thirteenth*. The preservation of the perforated paper ribbon for future editions in lieu of electrotyping, costing very heavily in a few years, even in the interest of the money invested therein. *Fourteenth*. The more desirable and more perfect make-up possible, the easier lock-up, and the more even impressions to be obtained through the use of these types. *Fifteenth*. All corrections are made in the galley at the case as with hand-set matter, thus not requiring the re-use of the type machine.

It may be that other advantages might be found, but we judge that these are quite enough to call attention to the merits of this remarkable machine.

PLEASED WITH THE NEW DEPARTMENT.

Milwaukee, June 5, 1900.

Mr. B. B. Herbert, Editor National Printer-Journalist.

My Dear Mr. Herbert: I am pleased to note the new department you are undertaking. There seems to be a spirit of determination pervading the field of printing to ascertain what printing is really worth, and to make adequate charges therefor. The trade papers, devoted to our craft, have devoted considerable space to this subject and have enlisted the services of some of the brainiest men in our ranks to write upon this theme. I believe the results have been satisfactory and that anything you may do along this line will be fully appreciated by the employing printers.

Trusting you will be accorded that co-operation and support which your efforts in behalf of sustaining prices deserves, I remain very truly yours,

JNO. W. CAMPSIE.

The National Printer-Journalist, one of the very best publications for country newspaper men, has, in addition to its other most valuable features, established a new department entitled, "Publicity and More Work." This department is intended to show printers, printer-journalists, engravers, distributors and kindred tradespeople why they should have these things, how they can command them. Giving samples of advertising matter, samples of best printed matter, answering questions and giving suggestions with regard to the same. Tearing down false ideas and showing how to build up new and better ones with proper methods. Col. Herbert is making the National Journalist invaluable to newspaper men, and he should have the cordial and liberal support of those who are benefited. The writer does not believe any newspaper in the United States, no matter how small, can afford to be without the National Printer-Journalist. It should not only be subscribed for and paid for, but should be read and re-read, and then filed for reference.—The Mexico (Mo.) Evening Ledger.



The PRESS ROOM



By DIDOT CLYMER KÖNIG.

COMMUNICATIONS, QUERIES, AND SPECIMENS OF PRESSWORK FOR CRITICISM ARE SOLICITED.

Very few printers are to be found who thoroughly understand makeup and lockup. In large offices which employ a number of compositors, say forty or fifty, not more than half a dozen of these men will be found who know sufficient about obtaining margins and laying out a form to lock up an ordinary eight-page form; and if given a thirty-two-page form, with the size marked on the job ticket, it would prove a surprise if the foreman could find a man able to do it at once outside of the regular stone men. This, of course, can be accounted for by reason of the fact that the tendency of the times is towards specialist of all kinds in the composing room as well as in all other branches of the printing industry. Pressmen, too, are often careless and indifferent, for the writer has often taken the utmost care to get a large form perfectly true and in exact register, only to find, when the proof is shown, that the pressman has ruthlessly twisted some portions of it out of register to the extent of two or three leads, with some of the pages "hanging" at the corners to the same extent, and the leads in the matter all bent. Very few pressmen, as well as printers, know, or seem to care, much about careful and perfect lockups. They will unlock one-quarter of a form, to make a change, and leave the other three tight; the result is easy to guess. Some pressmen insist on running the form so loose that the quoins can be moved with the fingers without the aid of the key; this is almost a sure method of getting type off its feet and it is still worse when Linotype is used. They say if Linotype is locked up too tight it springs; of course it does, so does type; but if it is not locked up tight enough, it gets off its feet, which is even worse than springing. Therefore, a form should be locked up even all around, and gradually; not making one quarter in a chase tight before touching another one, but all should be locked a little at a time, until the form is square and solid. It should be locked up tight enough but not too tight; that is, it should be perfect. If Linotype lines in a page are found to spring, a card-board, about an eighth of an inch wide, dropped to the bottom of the lines some place in the page, will be found a great help toward keeping the lines down level on the bed of the press. If a form of sixteen pages is to be laid out the regular way, always commence at the left-hand corner and go up and around the outside; that is, lay out the first eight pages on the outside of the stone, then follow with the last eight pages on the inside. If an eight-page form is to be laid out, first go from left to right. The first and last page stand side by side. A simple way to prove a form to see if the pages are laid out correctly is to add together the folios of two pages lying side by side, which will make one more in number than the form itself. Thus: page 16 and page 1 come together, and when the folios are added, make 17; in the same row pages 13 and 4 come, which makes 17; then 10 and 7, 11 and 6, and so on. If an eight-page form the figure will be 9; thus 1 and 8 come side by side; when added together 9 is the total. This is a simple and good rule, and applies to a thirty-two-page form just as it does to an eight or sixteen-page form.

It is all very well for some writers to tell about taking a sheet of the stock, folding it, and then cutting one corner to allow for marking the folios on it, but let these same theorists go into a large office and obtain work as a stone man and then commence marking folios on a sheet. His stay in such an office would be of a mighty short duration. It is necessary to know how to lay out forms without any such waste of time, and the "lay-out" must be committed to memory. A man is required to know how to lay out forms from the outside or inside without making an error. With the new folding machines which are now coming into general use, many forms have to be laid from the inside, which does away with points and admits of the sheet being fed into the folding machine in exactly the same manner as it is fed into a cylinder press. Many printers are to be found who have little knowledge of the proper

names of the sheets of imposition. For the information of such, a complete list is given here:

A sheet of folio contains four pages.
A sheet of quarto contains eight pages.
A sheet of octavo contains sixteen pages.
A sheet of twelves contains twenty-four pages.
A sheet of sixteens contains thirty-two pages.
A sheet of eighteens contains thirty-six pages.
A sheet of twenties contains forty pages.
A sheet of twenty-fours contains forty-eight pages.
A sheet of thirty-twos contains sixty-four pages.
A sheet of thirty-sixes contains seventy-two pages.
A sheet of forties contains eighty pages.
A sheet of forty-eighths contains ninety-six pages.
A sheet of sixty-fours contains one hundred and twenty-eight pages.

A half sheet of quarto contains four pages.
A half sheet of octavo contains eight pages.
A half sheet of twelves contains twelve pages.
A half sheet of sixteens contains sixteen pages, and so on as to all other half sheets.

A half sheet of sixty-fours is simply the two forms of a sheet of thirty-twos put together, the inner form being turned round so as to put the second page on the far left-hand corner.

If a large number of pages are to be laid in one form allowance should be made in the margins for the fold in the paper. If inserted the inner form should have less space in the back than the outer, in order to have even margins on the fore edge of the book, if a square back is desired, either stabbed or sewed, the margins should all be the same.

Planing down a form after it is tightly locked up is a common error and should be avoided by all means, as it only destroys the face of the type and does no good at all.

In nearly every instance the best pressmen of to-day are those who commenced at the business early in life and gained a thorough practical knowledge. No amount of writing or theoretical books can ever give the skill obtained by long years of actual experience. The best time to obtain this knowledge is while young, for then the eye is keen and mind developing; quickness is necessary—running round the room and fussing is not speed—unremitting care must be used, or an accident is sure to result by leaving a plate loose or a key on the form.

In the newspaper pressroom quality is often made a secondary consideration to that of speed; the latest news item in a local paper is considered of more importance than fine press work. But this rule does not apply to fine book work by any means. Frequently the pressman treats the pressfeeder in a manner which is not calculated to help matters in the pressroom. If a little trouble was taken with these younger members of the craft in teaching them how to be careful when washing off a form and cleaning up a press, they would soon learn to take pleasure and interest in their work. Many a nice halftone has been spoiled with a pin or a button being left in the rag which is used to wash off with. It would be easy to form a rule which would make this an impossibility.

Many other such rules could be mentioned which would prove a help toward making matters run smoothly in the pressroom, but this one is merely mentioned for the purpose of drawing attention to a common source of irritation and delay.

The running of printing presses by electricity, described in this publication a year or so since, has proved abundantly successful. Among some of the advantages are: fine adjustment of speed, about thirty different speeds being available; perfect control of the press, the operator being able to stop the press instantly at five different points by touching a button; saving of power, cleanliness, steadier running, greater speed and better work.

EDITORS JOIN HANDS.

At a recent meeting of the Republican Editorial Association of the State of New York, a resolution was adopted in favor of the appointment of a committee to consult with other State Republican associations throughout the United States, with regard to the feasibility and expediency of holding a National Republican Editorial Association convention early in the year of each presidential election, for the purpose of bringing its members in close touch with the Republican National Committee, and thus enabling them to more effectively co-operate in the work of electing a Republican President and a Republican Congress.

In conformity with this resolution, a meeting of delegates of the State associations of New York, Maryland, Rhode Island, Massachusetts and Illinois was held in "The Press" building at Philadelphia June 18, A. O. Bunnell of the New York Association, presiding. The matter of constitution and by-laws was referred to the Executive Committee, and efforts to secure the co-operation of other State associations and plans for carrying out the objects in view were fully discussed.

The following-named officers were elected: President, John A. Sleicher, Leslie's "Weekly," New York City; Vice-president, J. Guest King, "Examiner," Annapolis, Md.; Secretary and Treasurer, A. O. Bunnell, "Advertiser," Dansville, N. Y.; Executive Committee, Charles S. Francis, "Times," Troy, N. Y., Chairman; Dr. Irving Watson, "Herald," Narragansett Pier, R. I.; M. W. Pershing, "Times," Lipton, Ind.; Adrian Posey, "Independent," La Plato, Md.; J. T. McPherson, "Tribune," South Framingham, Mass.

SHOULD HAVE CORDIAL SUPPORT.

Mexico, Mo., June 5, 1900.

Col. B. B. Herbert, Chicago, Ill.:

My Dear Herbert: I want to congratulate you on your new department, "Publicity and More Work." I find the National Printer-Journalist invaluable, and I am satisfied that no well regulated printing office should be without your publication. In order to make the Printer-Journalist a financial success you should have the cordial support of every country newspaper in the United States. A wide-awake man can find ideas worth more than the annual subscription out of any one issue of your paper.

I congratulate you on your enterprise, and feel sure that the "boys behind the presses" will stay with you.

Wishing you much success, I remain yours very truly,
R. M. WHITE.

NEWSPAPER NOTES.

The Herald, of Watertown, N. Y., boasts a new Mergenthaler Linotype and other new machinery.

* * *

Paper manufacturing in this country was first started at Philadelphia, and that city is still the second largest paper producing center, Holyoke, Mass., being in the lead. For near a century it was the great publishing center, but Boston and New York have been in the lead for several decades past.

* * *

Scioto Gazette of Chillicothe, Ohio, has just celebrated its 100th anniversary, and yet it is not the oldest paper in the West. The Pittsburg Gazette was started in 1786 and is the oldest paper west of the Alleghanies, though with the spirit of the age of which we hear so much it has affixed a word indicative of that spirit and appears as the Commercial-Gazette.

* * *

It is again stated that William R. Hearst, of New York Journal and San Francisco Examiner, is to start an evening daily in Chicago. He will find as competitors the cleanest and ablest papers in the United States, yet there is always room for a man of grit, push, brains, right principles as to giving the news and all the news without fear or favor, and an abundance of capital.

* * *

J. West Goodwin of Sedalia, Mo., celebrated his fiftieth or golden anniversary as printer and newspaper maker on May 22d by the issuing of a little folder setting forth incidents in his career. He began his apprenticeship as a printer in 1850 on the Democratic-Union of Watertown, N. Y., with the late John A. Haddock, of whom he speaks

as a "prince of printers and versatile and picturesque editor." In speaking of himself, he says:

"In the past fifty years I have had many joys and very few sorrows. If I have made many enemies by publishing a paper that talked vigorously against wrongs, I have also won a legion of loyal, steadfast and loving friends.

"If I had my life to go over again," concludes the colonel, "I would still be a printer. I am to-day as proud of my craft as I was at the end of the first week's service at Watertown."

Mr. Goodwin has a host of friends among the editors of the United States who wish for him many more years of activity and usefulness, in which wish the National Printer-Journalist heartily joins.

INLAND DAILY PRESS ASSOCIATION.

This meeting was held at the Palmer House, Chicago, June 19.

The opening paper was presented by E. W. Moore, Journal, Battle Creek, Mich., on "Advertising Rates—What is a Reasonable Fee for One Thousand Circulation?" This was followed by a discussion of whether or not it would pay to establish a paper mill for the use of the members of the association and was finally referred to the executive committee.

Mr. W. Bent Wilson, Journal, Lafayette, Ind., next spoke on "The Rural Free Delivery—Its Effects on Daily Circulation."

The Inland Daily Press Association has a growing membership of some of the best newspapers in the States of Wisconsin, Michigan, Illinois, Indiana and Iowa. The officers-elect for 1900 and 1901 are: President, Wil. V. Tuford, Age, Clinton, Iowa; Vice-presidents, D. W. Grandon, Telegram, Adrian, Mich.; A. W. Glessner, Gazette, Galena, Ill.; W. Bent Wilson, Journal, La Fayette, Ind.; C. A. Coste, Journal, Racine, Wis.; C. A. Warwick, Constitution, Keokuk, Iowa; Secretary and Treasurer, Ira S. Carpenter, News, Michigan City, Ind.; Executive Committee, George T. Campbell, Argus, Owosso, Mich.; John L. Mahin, Journal, Muscatine, Iowa; J. S. Conlogue, Sun, Kendallville, Ind.; J. C. Wilmarth, Gazette, Janesville, Wis.; A. H. Lowrie, News, Elgin, Ill.



BUSINESS NOTES.

A HOUSE THAT ALWAYS LEADS.

In looking over a full line of proof sheets of the various pages issued by the American Press Association, one cannot fail to be struck not only by the tremendous variety of matter, touching almost every conceivable topic which any newspaper would want to treat upon, but by the constant improvements that are being made in the mechanical and editorial direction. The American Press Association has always taken the lead in every innovation in the way of literature for country newspapers. They originated the business of reading-matter stereotype plates about two decades ago, and from that day to the present time they have maintained their pre-eminent supremacy in this line of business, unchallenged and unrivaled. A publisher cannot only get from the American Press Association any line of matter he desires, but he can also get it in almost any size of type he prefers. A large proportion of their pages are sold as low as a dollar a page. The enterprising publisher who desires matter more exclusive can secure it at a little higher price.

* * *

Barnhart Bros. & Spindler report that the West is wide awake on the matter of Electric Welded Chases; that they are selling four or five times as many as they ever sold before, and there is particular call for large-sized chases and book chases. Out of several thousands furnished, only three complaints have been made.

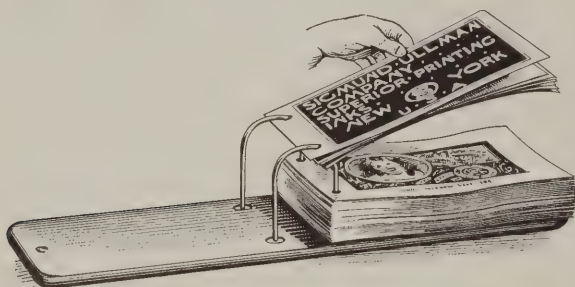
The same firm reports that their exhibit in Paris has labored under all sorts of difficulties, although better treated than most of the foreign exhibitors. The delays of the railroad companies and authorities are stated by their representatives to be beyond belief, and the exactions of the

exhibition authorities are monumental. However, a model modern American printing office is being installed in the American section and it will exhibit to all comers the superiority of American manufacturers in the printing line.

* * *

Henry Lindemeyer & Sons, of 32 Bleecker street, New York City, have favored this office with a very handsome sample book of their new cover papers, showing in artistic manner their Imperial, Belgrade, Oriental, Manhattan and Santiago. As July is the patriotic month we selected for this issue the "Imperial" cover in red, and yet there is no political significance in this. We only wanted to get with our design the patriotic combination of red, white and blue, and the rose by any other name would have been just as fragrant to our purpose. One of the features of this cover booklet is that each sample is printed in two colors most in harmony with the color of the paper. This makes it of value to printers, for having an idea of the colors of ink to be used in the work all that is necessary is to turn the leaves until the paper that best matches the desired colors is found.

* * *



Sigmund Ullman & Co. of New York are just sending out a new color book. The accompanying cut gives a good idea of its novel make up.

* * *

Notwithstanding the seemingly dropping off of business, the Dexter Folder Company continue to receive large numbers of orders, which keep its factory running to its fullest capacity. Among the recent purchasers are the Chamberlain Medicine Co., Des Moines, Ia.; Rand, McNally & Co., Chicago; Epitomist Publishing Co., Indianapolis; George A. Miller Printing Co., Des Moines; A. S. Abell Co., Baltimore; Chemical Publishing Co., Easton, and others. The majority of their folding machines, which are now ordered, are equipped with their improved automatic feeding machines.

* * *

Conner, Fendler & Co. are now settled in their new machine shop and store house at 33-43 Gold street, New York City. Their office and salesroom is still at the old stand, at 36 Beekman street. While going through the new premises we were surprised to see the labor-saving devices employed to handle heavy parts of machinery and presses. A three-ton hoist, attached to a trolley and track suspended from the ceiling, allows the heaviest parts of presses to be moved to any part of the building. This work ordinarily takes from six to a dozen men to perform, is done by two in one-fourth of the time.

* * *

The Kansas City Times has a new Goss patent three-deck, straight-line, perfecting printing press, with color attachment. It has a capacity of 25,000 complete papers an hour and the Times is naturally proud of its purchase.

* * *

The Reading, Pa., Telegram boasts of a new Cox Duplex press, which it illustrates and describes with evident satisfaction and much pride and pleasure.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

EVERY EDITOR should have a copy of the History of the National Editorial Association. Write to National Printer-Journalist, Caxton Building, Chicago, inclosing \$1.00.

FOR SALE—Two Hart's Numbering Machines, for cylinder press. Never been used. Write to "H," care National Printer-Journalist.

FOR SALE—Empire Typesetting Machine and Distributor, with complete outfit and about fifteen hundred pounds of ten-point Old Style Type. For samples and price address Isaac H. Blanchard Co., 268 Canal St., New York City.

FOR SALE—An established, paying newspaper, in fine, large Minnesota town, in rich, farming country. Has clear field and good equipment. Six quarto, independent, \$25 circulation, \$250 monthly business, perfect title. Immediate possession. Fine opening for newspaper man looking for property worth about \$3,000. Investigation invited, but only from parties who could pay cash. Address "W," care National Printer-Journalist.

HOW TO AVOID LIBEL SUITS—A useful book, by John D. Missner. Fifty cents a copy. Write "M," care National Printer-Journalist.

NEWSPAPER PUBLISHERS who are looking for an attractive premium to increase their subscription should communicate with the Massachusetts Publishing Company, Everett, Mass. Printers should ask for their trade catcher. It tells of several specialties which can be successfully run as a side line.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

\$6,000 DOWN; balance of \$4,000, easy payments; takes independent daily and democratic weekly which paid \$3,600 cash profits in 1899 and is doing even better this year. In prosperous, substantial, and fast growing Michigan manufacturing city of 5,000 people. Power, type-setting machine, folder, splendid general equipment and an abundance of friends and fat patronage. If you mean business and have the cash, address "K," care of National Printer-Journalist. Must sell at once.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with Hoerner's "Little Wonder" Sharpener. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, only \$2.70; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, J. S. Hoerner, Highland, Ill.



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and Tablet Composition.

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MAIN 2926.

NOW is the time to order your Summer Rollers.

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FOREIGN OFFICES—Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

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Resident Mgr. New York Branch
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FASHIONS
IN
TYPE**



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BE ON OUR CUSTOMER LIST**

Buy the **LATEST**, the **BEST**
the most **ARTISTIC**, the most **DURABLE**
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Great Western Type Foundry, Kansas City, Mo.
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St. Louis Printers Supply Co., St. Louis, Mo.
Southern Printers Supply Co., Washington, D. C.

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R. W. Hartnett & Bros., Philadelphia

OR BY THE PARENT HOUSE

Barnhart Bros. & Spindler, Chicago

How Long Can You Look Pleasant?

YOU can't look pleasant very long if you permit the profits of your business to go on accumulating unchecked until you have several thousands of dollars all earned, all yours, *but safe in the other fellows' pockets.* Nice to think of—always something coming! "Draw on me," swelled the delinquent, "when

you need money!" "We drew on him;" said the editor—"we drew a \$3.00 protest bill!" Which brings to mind that famous Tweedism:

What Are You Going to Do About It?

It is an immortal bluff. Let our clients tell you what *they did* about it:

Coast Echo, Belmar, N. J.

I am also pleased with the manner in which you approached delinquents. **You evidently retain their good will** while making your collections, for I have had **no orders to stop my paper** from any delinquent subscribers whose accounts you have collected. You may be assured of my further business and of my recommendation of you to other publishers of my acquaintance.

CONRAD PINCHES.

Palmyra Courier, Palmyra, N. Y.

We take pleasure in recommending your agency to our newspaper friends. We will send you another list of delinquents soon, for the reason that your system brings not only quick returns, but **leaves no unpleasant effect afterwards.**

PALMYRA COURIER.

Yazoo Sentinel, Yazoo City, Miss.

As a money-getter your agency is a success. You have stirred up the slow coaches where I could not phase them, and **as a rule they continue as subscribers.**

F. R. BIEDSALL.

The Gazette, Sidney, Ohio.

We do not hesitate to recommend you to other members of the craft, as your method is certainly all right.

THE GAZETTE.

Augusta Eagle, Augusta, Wis.

Some three or four editorial friends who have tried you have induced me to employ you, assuring me that you succeed better than any other collecting agency.

AUGUSTA EAGLE.

The Newspaper Collection Agency

FOUNDED 1895

CHICAGO: CAXTON BLDG.

NEW YORK: BENNETT BLDG.

C. W. Crutsinger

Manufacturer
of

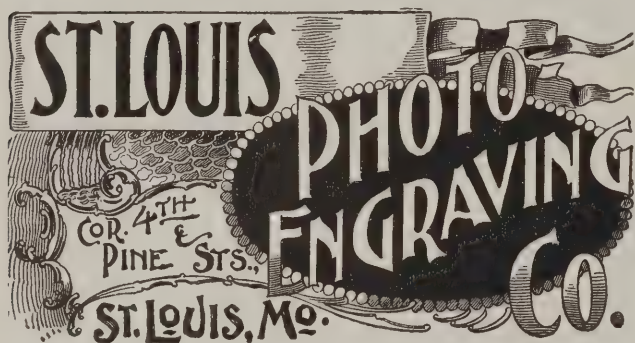
PRINTERS' ROLLERS

AND COMPOSITION.

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



PLYMOUTH THE NEW FACE made by BARNHART BROS. & SPINDLER of Chicago, is unexcelled for fine job work and news headings.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price. Paper binding, lithographed cover, 25 cents. Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,
Vanderbilt Building, New York.

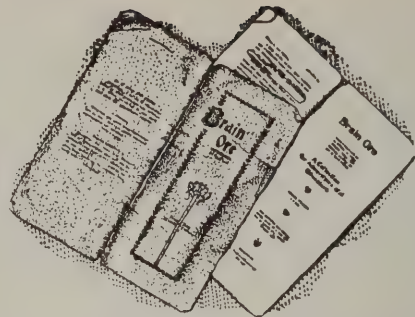
"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.
"Interesting and profitable."—Baltimore Herald.
"Lively and sensible."—Philadelphia Evening Telegram.
"Handsome and clever."—New York Press.
"Should be read twice."—Cleveland World.
"Should be on the desk of every advertiser."—Cleveland Press.
"Best thing we have seen."—Buffalo Express.
"Most practical and helpful."—Minneapolis Journal.
"Every advertiser may read with profit."—St. Louis Post-Dispatch.
"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.
"Most interesting of all instructive books."—Buffalo Times.
"Full of ideas of value."—Cleveland Leader.
"Nothing humdrum or commonplace."—Buffalo Commercial.
"Full of snappy, commonsense hints."—Boston Advertiser.
"Striking and readable."—Baltimore American.
"Can not fail to prove interesting."—Pittsburg Press.
"Should be in the hands of every business man."—Philadelphia Ledger.

== HERE ==

IS

SOMETHING



for You, and your Friends, and your Customers.

EIGHT 25-cent copies of

Paul Point's "BRAIN ORE" Book

AND A YEAR'S SUBSCRIPTION
TO THE NATIONAL PRINTER-
JOURNALIST ALL FOR \$2.00.

"**BRAIN ORE**" is a 4x9-inch 36-page book of quotations from King Solomon down to well-known men of today. It is for advertisers, educators, and all other thinkers. It is a private text-book on how to do what you want to do. Get it, read it, re-read it, write on its margins, and paste clippings in it. The above picture is of a copy re-read—till the cover came off—by a man who claims it helped to increase his ability 25 per cent. *Single copies, 25 cents.*

National Printer-Journalist, Caxton Building, Chicago.

JOHN IMIRIE,

PATENTS

SEND SKETCH FOR
EXAMINATION.

605 SEVENTH STREET N. W.
WASHINGTON, D. C.

The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters
Advice on Technical Affairs
Hints on Every-day Work
Suggestions for Special Occasions

News of Printers and Printing
All about New Machinery and Appliances
Descriptions of Improved Methods of Work
Sample Jobs for "Lifting"

An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.
Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort Press; London: 1 Imperial Building, Ludgate Circus, E.C.

A SMOOTH FACE

Greenville, Ky., June 23, 1900.

A. D. FARMER & SON,
Chicago, Ill.

Dear Sirs:—Your type came today, and we want to thank you for your prompt service, and congratulate you on your excellent product. Inspection under a microscope reveals an even, plump cast throughout, and an extra smooth finish on face. We like your goods and you may expect further orders, Yours,

THE RECORD,
O. L. Roark, Secy.

SEND FOR SPECIMENS OF BRADFORD OLD STYLE

A. D. FARMER & SON TYPE FOUNDING CO.
CHICAGO...163-165 Fifth Avenue 63-65 Beekman Street...NEW YORK

The Most Wonderful Scene in the World

Is the Grand Cañon of
Arizona, now reached by rail
from Williams on the

Santa Fe Route

instead of by stage as formerly.

A short, easy and
inexpensive side trip for
transcontinental travelers.

Full particulars
furnished by

General Passenger Office
The Atchison, Topeka & Santa Fe Railway Co.
CHICAGO

CALENDARS for 1901

FOR PRINTERS AND JOBBERS



COMPLETE line of samples, nearly 100 designs, will be sent to any Jobber or Printer **Express Prepaid** on receipt of \$1.00, which amount will be rebated upon receipt of orders amounting to \$40.00, and if line is returned to us in thirty days in good order we will refund the amount advanced, less express charges. Begin work at once to get results.

The NOVELTY ADVERTISING CO., Coshocton, O.

KAST & EHINGER PRINTING INKS

MANUFACTURERS OF

OF EVERY DESCRIPTION.

Three-color Process and Proving Inks a Specialty.

IMPORTERS OF

Bronze Powders and Lithographic Supplies.

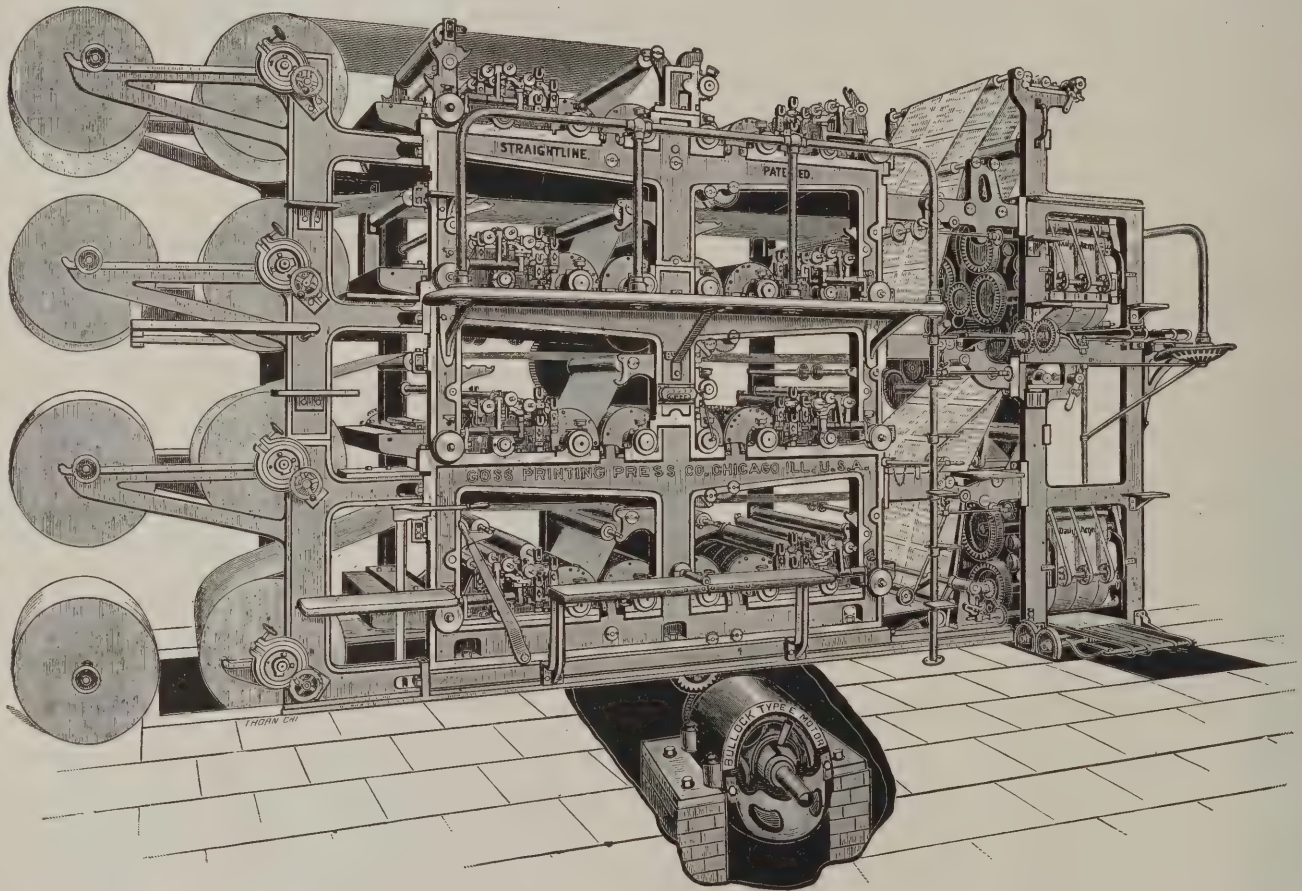
..CHAS. HELLMUTH..

MANUFACTURING AGENT FOR THE UNITED STATES

OFFICE AND FACTORY: 46-48 E. Houston St., New York.
CHICAGO OFFICE AND FACTORY: Wells Bldg., 357 S. Clark St.

THIS IS A CUT OF THE
 PATENTED GOSS FOUR-DECK
STRAIGHT-LINE
 NEWSPAPER PRESS.

WILL be exhibited at
 the Paris Exposition
 in the United States
 Building of Liberal Arts and
 Chemical Industries at Paris,
 France, from April 14 to close
 of Exposition.



Patented and Manufactured by
**THE GOSS PRINT-
 ING PRESS CO.,**
 SIXTEENTH STREET &
 ASHLAND AVENUE, CHI-
 CAGO, ILLINOIS, U. S. A.

IT WILL be in daily operation between the hours
 of 10 a.m. and 5 p.m., turning out papers at the
 rate of 50,000 per hour. It is the most practi-
 cal, modern, and *up-to-date* machine ever invented.
 It will produce any number of pages—from 4 to 32.
 Do not fail to see this press in practical operation
 while you are taking in the Exposition. It will be
 run by direct connected motor.

Cheap News Ink

VERSUS

News Ink that is Cheap



Cheap News Ink makes a paper look the part.
The best looking papers are printed with

QUEEN CITY NEWS INK

You can't get something for nothing. Don't try it.

QUEEN CITY NEWS INK

is worth the price asked for it. News Ink
should not be bought for *PRICE ALONE*.
RESULTS are the important points. A pound of

QUEEN CITY NEWS INK

will print more papers than any other ink
manufactured.

QUEEN CITY NEWS INK

is made to suit the conditions and *IS* cheap.
It pays to use

QUEEN CITY NEWS INK



QUEEN CITY PRINTING INK COMPANY

Makers of HIGH GRADE INKS

Established 1860

CINCINNATI, OHIO

The Largest and Best Equipped Newspaper Engraving Plant in the East

“Can
You
Ship
it to-
day?”

Never
Worries
Us



The 76 Halftones Illustrating the Trade and Financial Review Number of “**The Evening Telegraph**”
April 10, 1900,

were made in our plant. The excellence of our work, the prompt quickness with which we do it, and our liberal terms have given us a trade in this branch alone which is larger than that of all the other Philadelphia Engraving Houses combined.



STANDARD ENGRAVING COMPANY

The phenomenal increase in the use of illustrations in the magazines and newspapers, and the marvelous improvement in the processes of engraving, have made it necessary to employ the largest capital and the most thorough and complete organization to meet modern demands. Probably no other engraving establishment in Philadelphia has secured such a following among the users of fine half-tone and line engravings, certainly none have a more complete and better trained force of artists and engravers, than the Standard Engraving Company, of Nos. 630-632 Chestnut Street. This house now employs two forces, one during the day and one at night, and in the past year has made marvelous strides in creating business in all parts of the world, as its shipments cover every English-speaking section of the globe in the course of a week. F. H. Clarke, the general manager, on the first of the present year, added a new department of advertising assistance, where advertisers may secure the aid of an expert advertising man in the compiling and designing of booklets, circulars, posters, catalogues, and art souvenirs. This department, although in its infancy, so to speak, has already gained a reputation locally and throughout the country for the high quality of its work. The Standard Engraving Company's plant is one of the sights of the city, and should be seen by all visitors. The cuts used in this issue were made by this Company, and illustrate in themselves the high standard of excellence attained by this firm.

can boast of several of the latest concerns to-day engaged in the manufacture of

NOT FOR OUR ICE REAM

If you are interested in newspaper illustrating you should get our booklet “**A Little Talk With the Managing Editor**”



Fine PRINTING PLATES and
Specialists in Newspaper HALFTONES
630-632 Chestnut Street
PHILADELPHIA, PA., U. S. A.

Send for our
FREE BOOKLETS.
They will tell you
about our plant and
what others say of us
and will help you to
figure out the cost of a
job for yourself or your
Customer



CHALK PLATES

RECOATING PLATES

$\frac{3}{4}$ cent a square inch net.
LOWEST PRICES for new plates,
 stereotyping outfits and supplies.
 Send for free circular.

PATENTED MAY 30, 1899.  **BELL CHALK PLATE CO.,** 11 World Building,
 Cleveland, - Ohio.

The National Printer-Journalist,

334 Dearborn Street, Chicago.

New York, June 25, 1900.

Gentlemen:—We have received the "National Printer-Journalist" and beg to congratulate you on the fine quality of the contents. It is certainly the best number you have yet turned out.

Yours truly,

ISAAC H. BLANCHARD.



YOU NEVER FAIL

to attract attention when you have the
 JOS. P. BIRREN CO. do you Design-
 ing, Halftones, or Zinc Etchings. We
 also do Electrotyping. 

JOS. P. BIRREN CO.,

ENGRAVERS, DESIGNERS, ELECTROTYPERS,
 63-65 WASHINGTON STREET, CHICAGO. 

Phone 2306 Central.

Send 4 cents for Advertising Cut Book,
 or 6 cents for Artistic Booklet. 

The SHEARS

THE LEADING PAPER-BOX
 MAKERS' AND BOOK- 
 BINDERS' JOURNAL 

Full of trade news and technical in-
 formation. Its advertising columns
 form the most complete directory of
 manufacturers of machinery and sup-
 plies used in these industries. SUB-
 Scription, \$1.00 PER YEAR.
 Send 10 cents for sample copy. :: ::

GEO. E. JENKS, Publisher
 198 Clark Street, CHICAGO

An Old Idea in New Form

You can talk to 4,000 Printers in the
 New England and Middle States
 through Press and Printer. :: :: ::

Did You Ever Think of It?

These four thousand printers expend
 many thousand dollars annually for
 type, machinery, etc. Do you get
 your share of their orders? :: :: ::

68 Devonshire St., ...BOSTON

Advertising Success . . .

*The Monthly Mag-
 azine of Art,
 Inspiration and
 Helpfulness....*

\$1.00 a Year, Ten Cents a Copy.

I want to congratulate you upon the fine
 appearance of ADVERTISING SUCCESS. — Fred.
 Macey, of Library and Office Furniture fame, of
 Grand Rapids, Mich.

I am decidedly pleased with the appearance
 and contents of ADVERTISING SUCCESS. Let us
 have it regularly. — D. J. Thomas, Manager, *How
 to Grow Flowers*, Springfield, Ohio.

We have watched the growing popularity of
 ADVERTISING SUCCESS with considerable satis-
 faction, and trust it may meet a hearty reception
 throughout the country. — *Philadelphia Record*.

GEO. H. POWELL, PUBLISHER,
 907 Temple Court New York.

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A Side Gauge

Thin as paper * * * * *
 Fastened quickly * * * * *
 Anywhere on the tympan * * * * *
 High wings that never grow weary * * * * *
 Latest models * * * * *
 No complaints * * * * *
 Outlast ten times their cost. * * * * *

These Flexible Gauge Pins are manufactured under Megill's Patent No. 438,382. This patent contains the broad generic claim, and any Flexible Gauge Pin made by another party would be an infringement.

Price 60 cents per dozen, either size or assorted.

SOLD BY ALL DEALERS AND

E. L. MEGILL, Patentee and Manufacturer, 60 Duane Street, New York.

that will enable you to use both grippers is a great TIME SAVER.

ASK FOR THE FLEXIBLE GAUGE PINS



WITHOUT LIPS



WITH LIPS.

THE ADVISOR

The Leading Monthly
Advertising Trade Magazine
in the United States

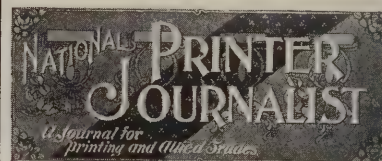
Send for circular giving particulars of our great premium offer. One dozen ADVISOR Crystal Pens—the greatest useful novelty of the age, worth 60 cents—free to each subscriber. Write today. Subscription \$1 per annum

THE ADVISOR

Phillips & Co., Publishers

1133 BROADWAY NEW YORK

Published Monthly at the Caxton Building, Chicago; \$2 a year, 20c, a copy.



Established 1888. Instructive and Useful.

An artistic and up-to-date magazine for progressive printers and publishers. Covers the entire field in the printing industry. Send for a copy. Has a guaranteed circulation of 5,000 per month.

Two Hundred and Forty-Two Illustrations

and portraits are to be found in the History of the National Editorial Association, by B. B. Herbert. Nearly 700 pages. As a special inducement it is now offered for the first time at \$1.00. Address orders to the National Printer-Journalist, Caxton Building, Chicago.

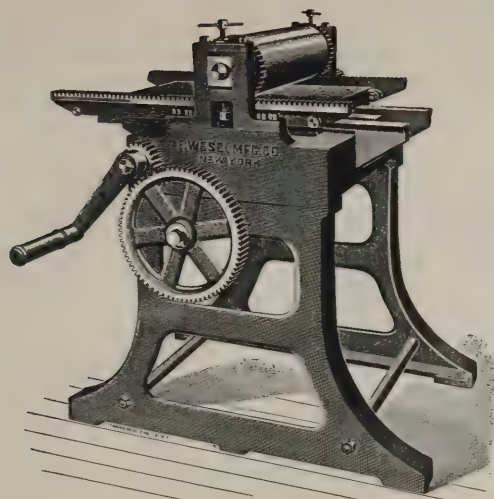
ARTISTIC
PUBLICITY
CONTEST

Profitable Advertising and Art in Advertising, *The Advertiser's Trade Journal*, offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address, Profitable Advertising and Art in Advertising, Boston, Mass.

Faster than ever to
California

Chicago-Union Pacific
& North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.



Wesel Cold-Process Stereotyping

Not a cheap, but a decidedly economical process. No injury to type. Can be taught in ten minutes. No skill required. By using our good appliances you get good results. All who can afford to invest from \$300 to \$500 in an effective stereo plant, guaranteed to give superior results, are invited to send exact particulars of the work they wish to do to the

F. Wesel Manufacturing Co.
82 Fulton Street, New York

HEADQUARTERS FOR ELECTROTYPING, STEREOTYPING, AND PHOTO-ENGRAVING MACHINERY, AND APPLIANCES ON THE MOST ADVANCED PRINCIPLES

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

Chicago Ad Setting Co., Walter S. Parker, Manager, 142 Monroe St., Chicago.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrottype Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcutt Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

Chicago Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. Y.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H. & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. Y.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, completest selection, most original designs. Send to nearest branch for latest specimen book.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co., The, 28 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

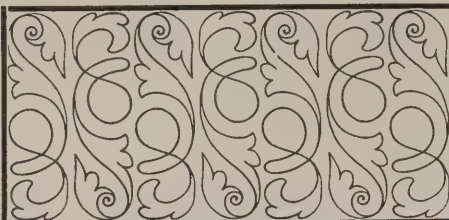
Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

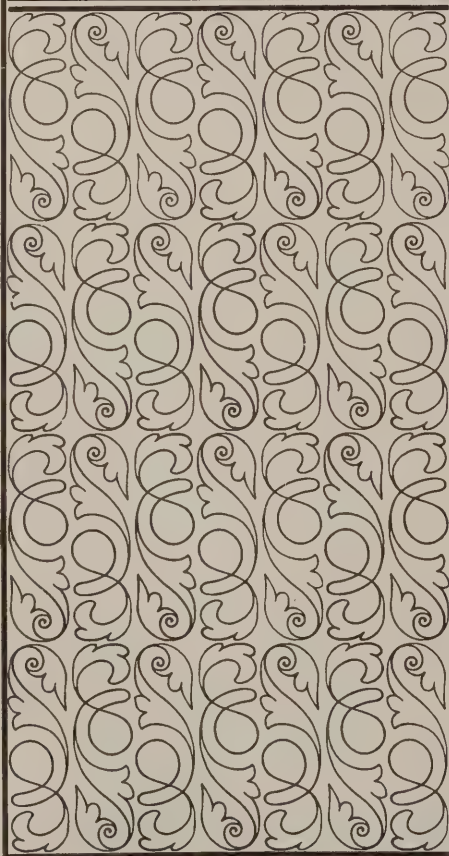
WIRE-STITCHERS.

Morrison, J. L. & Co., The, New York, London, Toronto. Write for descriptive circular.



THE BEST WAY

TO ADVERTISE
PRINTING INKS



ADVERTISING is an art. It isn't everybody who can write an advertisement that people will read. If such were the case, Wanamaker wouldn't pay a big salary to the accomplished gentleman who prepares his ads, and who almost compels you to read them by his attractive method of writing and catching headlines. The first thing you know, you are on the way to his store to purchase some of his fine colored shirts and his matchless socks. There seems to be at the present time a great rivalry among Printing Ink Manufacturers as to the best method of attracting attention to their makes of inks, and as the primary object of advertising is publicity, it is worth looking into the various methods used by so many bright business men. One manufacturer prints in a most artistic way beautiful pictures showing his inks in various designs of the different ages, occasionally supplementing the same by some funny pictures on the reverse side. Another adopts a different plan. He has a fine yacht, "The Skip," where he entertains his friends in the hospitable manner which he is so noted for, both inside and out of his yacht. Another manufacturer, a good fellow, who can't be excelled as a cake walker, amuses his customers and those he hopes to make as such by dancing into their good graces. Another manufacturer shows his card printed in somber colors, and advertises the talent of his family, not only as ink makers, but as artists. Another extols his wares by calling attention to the fact that his firm was established shortly after the arrival of the Mayflower, although candor compels the statement that his inks have much improved since that date. Another manufacturer, looking for a little cheap popularity, announces with startling headlines that he is "Not in the Trust," (Neither is anybody else). Perhaps all of these gentlemen are better advertisers than we are, and we certainly are compelled to give them credit for originality. Our method of advertising is to make our customers our selling agents by giving them such satisfaction in everything they purchase from us, that when asked which are the **BEST INKS** in the market, and which are the most uniform, that the reply will be now, as it has been for twenty-five years,—"If you want to do good printing use the Inks that have stood the test, those manufactured by

FRED'K H. LEVEY CO.

used by the leading printers in the United States, and on such publications as the Century Magazine, Harper's Magazine, Christian Herald, Frank Leslie's Magazine, Harper's Weekly, Collier's Weekly, the New York Ledger, Pearson's Magazine, Puck, Truth, the American Machinist, and other publications of this class."

This Space is of Great Value to Us

The National Printing Ink Company

We control this space and intend to make it VALUABLE TO YOU. How are we going to do it?

Are You Interested?

READ THIS THROUGH CAREFULLY. In order to know just how valuable this space is and to get you to give our ink a trial, we intend making this coupon a credit memorandum when returned to us. ❊ ❊ ❊

CUT THIS OUT AND RETURN IT TO
THE

National Printing Ink Company
1049-1055 Grand Avenue . . . CHICAGO

Good For \$1.00
ON THE FOLLOWING CASH ORDER

50 Lbs. News Ink, at 8 cents	\$4.00
Coupon Credit	1.00
Cash	\$3.00

OUR GUARANTEE

We guarantee a non-fading, non-injurious ink with greater covering and lasting qualities; freer from smut and set-off than can be obtained elsewhere. An ink that comes nearer perfection than produced by other makers ❊ ❊

We Guarantee National News Ink

to be second to none. If it is not entirely satisfactory we will return your money promptly.

OUR JOB INKS

Are made in the same way as our News Ink — very carefully and possessing superior and lasting qualities. COLOR Book and PRICE List sent on application.

The National Printing Ink Company

1049-1055 Grand Avenue :: :: CHICAGO, ILL

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

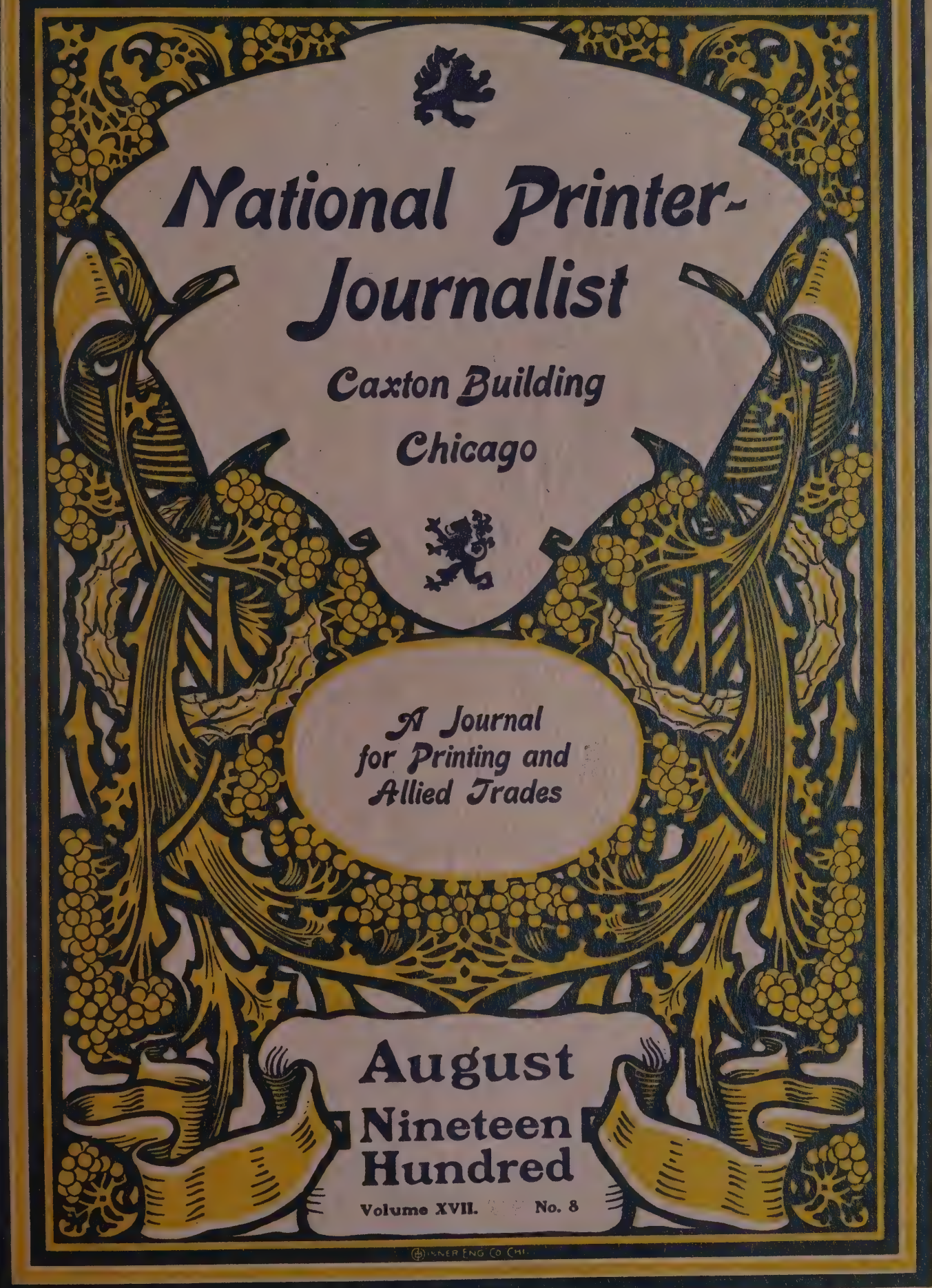
THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,

274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.



National Printer- Journalist

*Caxton Building
Chicago*

*A Journal
for Printing and
Allied Trades*

**August
Nineteen
Hundred**

Volume XVII. No. 8



**GEO. H.
BENEDICT
& CO.
CHICAGO**

DESIGNERS ENGRAVERS ELECTROTYPERS
175-7 Clark St. Telephone Central 2014



**THE
WILLIAMSON-HAFFNER
ENGRAVING CO.**

ESTABLISHED 1872
 Phone 502
 1633 ARAPAHOE ST.
DENVER

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 HALF-TONE
 ZINC ETCHINGS
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OR IVORY PHOTO SNOW FLAKE
STANDARD VELVET EXTRA SUPER "B M"
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AL MUSIC MAILING
SAMPSON MAT
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SANDOW CZAR
NE OLD TIM REGAL
ST. CHARLES CON ROY
AL PEERLESS PARADOX
EMPRESS EGYPTIAN COLONIAL SUR
M FLORENCE BUTLER SHEEPSKIN
POLICY WORLD'S FAIR OAKLAND STAR



The LINOTYPE IN SMALL OFFICES

Profitable

We have used our Linotype about a year for all sorts of tabular and regular work. Notwithstanding frequent changes of measure and magazine necessary in job offices, we have found it profitable. Where we would land now without a machine Lord only knows.

HOUTKAMP & CANNON, Milwaukee, Wis.

Indispensable

We have found our plant of two Linotypes economical, and, in fact, indispensable for a large class of work which we handle. We have publications which it would be impracticable to publish were it not for these great labor-savers.

F. S. BLANCHARD & CO., Worcester, Mass.

Economical

We have successfully and economically used three Linotype machines for three years on bookwork, newspaper, brief, and transcript work. They have practically supplanted hand composition in our office.

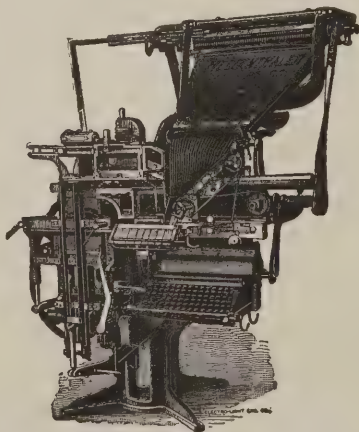
FILMER-ROLLINS ELECTROTYPE CO., San Francisco, Cal.

ARE THE ABOVE FIRMS
JUDGES OF
"PERFECT PRINTING?"



SEND FOR BOOK—
500 SIMILAR INDORSEMENTS

A Few Truisms (Up-to-Date)



The Linotype—8,000 in Daily Use

ONE HUNDRED PER CENT

of the owners of Linotypes express relief from using foundry type.

ONE HUNDRED PER CENT

of the Linotypes were purchased to avoid using foundry type.

ONE HUNDRED PER CENT

of the Linotypes in use are capable of producing work equally good as that from foundry type.

ONE HUNDRED PER CENT

of the printers prefer Linotype slugs to foundry type.

ONE HUNDRED PER CENT

of the printing fraternity recognizes the Linotype has succeeded foundry type.

FOR TERMS, ETC., ADDRESS

MERGEN-
THALER **LINOTYPE COMPANY**
Tribune Building, ♡ ♡ ♡ New York City

THE TICKET

For Ink Makers - - - THE SIGMUND ULLMAN CO.

When the printer votes whose Inks to use during the coming four years, he will vote for the Ullman Inks.

The PLATFORM

16 to 1.

Sixteen ounces to one pound of Ink, and every pound as good as gold.

PROTECTION.

We protect every one of our customers by supplying him with high grade Inks at lowest prices — enabling him to compete.

EXPANSION.

Our business is expanding all the time, and the more it expands the better we will be able to maintain our low prices. It requires a large business to do it on the small margin of profit we have determined to do our business on.

IMPERIALISM.

We try to get every printer on the face of the globe to be governed by quality and price in the purchase of his Inks. After he finds out what good Inks are like, and what they can be bought at, he can govern himself accordingly.

COMBINATIONS AND TRUSTS.

The best combination for the printer is highest class Inks and lowest prices. When he buys his Inks in that way, he will learn to buy everything he requires in the same way. He will trust us and we will trust him.

SIGMUND ULLMAN CO.

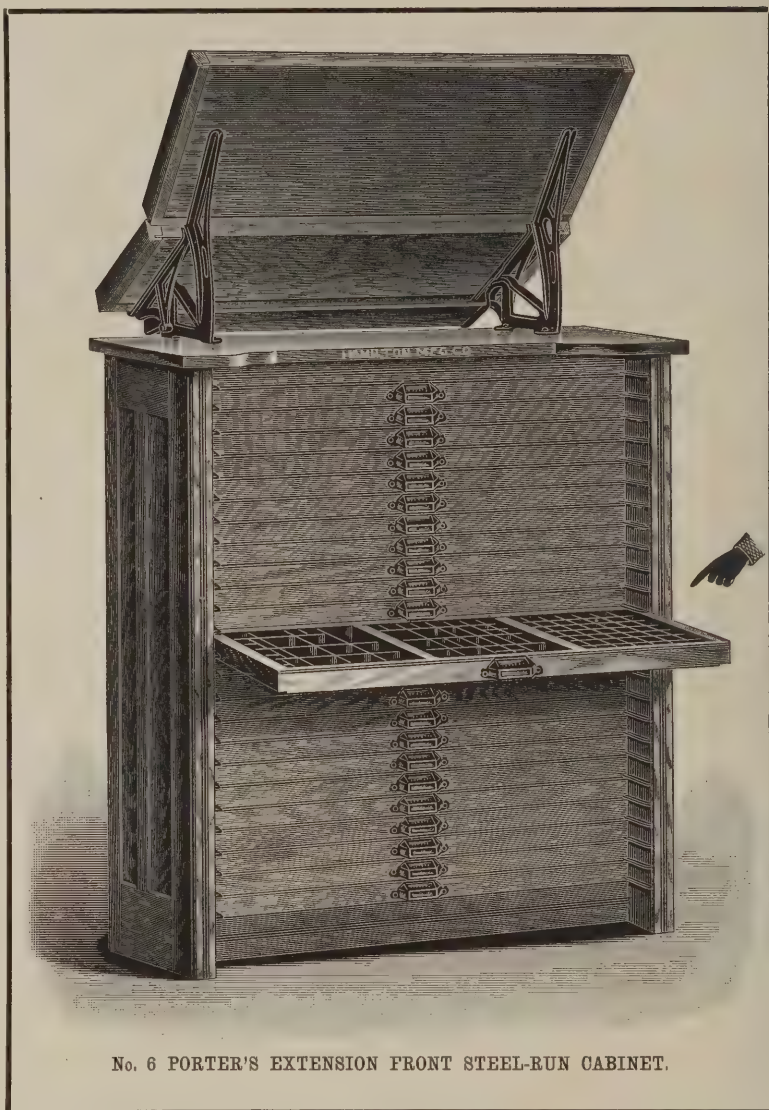
INK MAKERS ♪ ♪ ♪ NEW YORK

Time Space and Money

Are what the employing printer tries to save. Money is gained by economy in time and space.

The Porter Patent Extension Front Cabinets will save time and space, therefore they are money-makers in the printing office. We will explain how this result is accomplished. By using the steel run the cases are placed more compactly in the cabinet. The saving in space is twenty-five per cent in ordinary flat top cabinets that are arranged with brackets on top for setting purposes. The saving in space is enormously increased when the high cabinets containing fifty and sixty cases

are used, because space is utilized for the high-up cases that was clear waste before. They save time by having the Extension Front, which enables the compositor to withdraw any case and place it at a convenient height for setting purposes, without partly drawing another case to be used as a rest. This arrangement also leaves the back tier of type boxes fully exposed and as readily accessible as the front row. This saves more time. The Nos. 6 and 7 Cabinets of this make, being fitted with the Patented Tilting Brackets, can be arranged as shown in the illustration, putting the news compositor and the job compositor on opposite sides, where they will not interfere with one another. This gives the Porter Extension Front Cabinet all the advantages of the popular Polhemus Cabinets, and it possesses in addition its own distinctive merits. In points of construction, convenience, and appearance, we state without hesitancy that this cabinet surpasses any other cabinet we have ever offered. We make it in twelve styles—Nos. 1 to 12—all fully described in our new eighty-page catalogue of Modern Printing Office Furniture. We have these catalogues to give away. Write to us or to your dealer for one. You can purchase our goods from us direct, or from your nearest supply house. All supply houses have them in stock. Ask for Hamilton Goods, and see that you get them. Every article we make bears our stamp—IT IS A GUARANTY OF EXCELLENCE.



No. 6 PORTER'S EXTENSION FRONT STEEL-RUN CABINET.

The Hamilton Mfg. Co.

Main Office and Factory:

TWO RIVERS, WIS.

Eastern Factory and Warehouse:

MIDDLETOWN, N. Y.



THE BEST SERVICE!



BUY PRINTING INKS where you are sure of getting the BEST SERVICE. Manufacturers should be judged by the service given. Orders or correspondence addressed to THE QUEEN CITY PRINTING INK COMPANY, CINCINNATI, Ohio, insures the best service. Best service to The Queen City Printing Ink Company means: Quality, first; Promptness, second; Price, third; and Courteous Treatment, always. You will find it a pleasure to deal with The Queen City Printing Ink Company, who cater to the requirements of the trade. Some one said "Practice makes perfect." The Queen City Printing Ink Company have had 40 years' practice. Established 1860. Remember the name: THE QUEEN CITY PRINTING INK COMPANY, Cincinnati, Ohio. Makers of high grade Inks.

Did it Ever Occur to You

THAT ONE OF THE PRINCIPAL EXPENSES in your establishment
is in the QUADS you **USE** and that you pay as much

for them as for type? We own and control the patent for manufacturing

PERFECTION

quads that can be SOLD considerably under the existing prices now

charged. These **QUADS** differ from the

foundry product ONLY IN THE ABSENCE OF THE NICK.

IF YOUR JOBBER CANNOT SUPPLY THEM, WRITE TO

PERFECTION QUAD MOLD CO.,
518-520 Ludlow St., Philadelphia, Pa., U. S. A.

SUPERIOR COPPER-MIXED TYPE.

Superior Copper-Mixed Type is the lightest type made. That means three things: Longer wear; more pieces to the pound; cheaper. It is lighter because it contains less lead; it will wear longer because, containing less lead, it is tougher and harder; it is cheaper because it wears longer and there are more pieces to the pound.

Sold by Dealers everywhere.

Barnhart Bros. & Spindler,
Type-Founders,
Chicago, Ill., U. S. A.

SET IN OUR PLYMOUTH ITALIC, AND BORDER NO. 337.

CALENDARS for 1901

FOR PRINTERS AND JOBBERS



COMPLETE line of samples, nearly 100 designs, will be sent to any Jobber or Printer **Express Prepaid** on receipt of \$4.00, which amount will be rebated upon receipt of orders amounting to \$40.00, and if line is returned to us in thirty days in good order we will refund the amount advanced, less express charges. Begin work at once to get results.

The **NOVELTY ADVERTISING CO.,** Coshocton, O.

KAST & EHINGER

MANUFACTURERS OF

PRINTING INKS

OF EVERY DESCRIPTION.

Three-color Process and Proving Inks a Specialty.

IMPORTERS OF

Bronze Powders and Lithographic Supplies.

..CHAS. HELLMUTH..

MANUFACTURING AGENT FOR THE UNITED STATES

OFFICE AND FACTORY: 46-48 E. Houston St., New York.
CHICAGO OFFICE AND FACTORY: Wells Bldg., 357 S. Clark St.

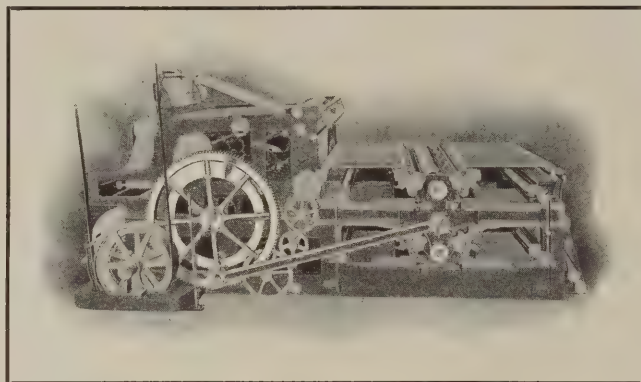
High Class
ENGRAVING
 and
ELECTROTYPING
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Samples
 Submitted

Blomgren Bros
 & Co

THE DUPLEX



THE ONLY SUCCESSFUL Flat-Bed Perfecting Press IN THE WORLD.

Prints, Pastes, and Folds 6,000 4, 6, 7, or 8-Page Papers per hour
WITHOUT THE EXPENSE, DELAY, AND ANNOYANCE OF STEREOTYPING.

WE MAKE NO IDLE BOASTS OF THE MERITS OF THE DUPLEX PRESS.

THE DUPLEX PRESS IS TOO WELL AND FAVORABLY KNOWN TO REQUIRE ANY DESCRIPTION OF ITS MECHANICAL CONSTRUCTION, OR LONG-DRAWN-OUT ARGUMENTS, AT OUR HANDS, AS TO ITS GREAT ADVANTAGES.

ITS UNPARALLELED SUCCESS TELLS THE STORY.

The demand for the DUPLEX is growing beyond our capacity of production.

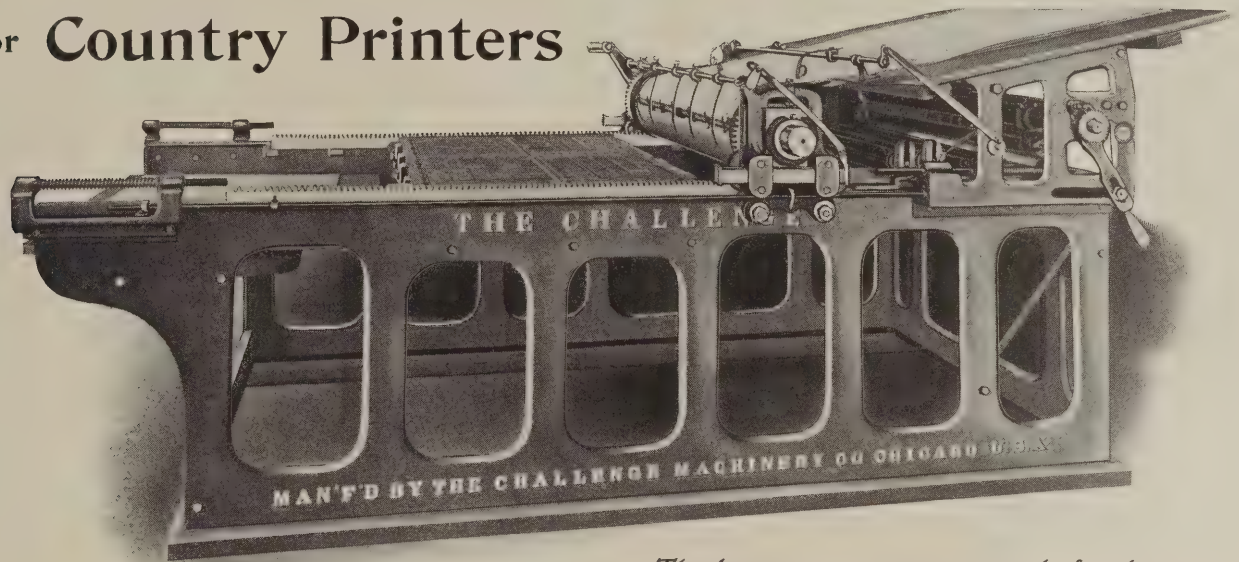
THE SECRET OF IT IS THAT THIS MACHINE MEETS AN URGENT DEMAND.
IT FURNISHES SPEED WITH CONVENIENCE AND CHEAPNESS.
IT SAVES NERVES AND MAKES MONEY FOR THE PUBLISHER.

DUPLEX PRINTING PRESS Co.

BATTLE CREEK, MICH.

Only SUCCESSFUL PRESS

For Country Printers



The best country press ever made for the country printer. Enables him to print his paper or job work easily and quickly, without steam or other motor. It is easy on the type, has many modern improvements, including points and reel rods in cylinder, color back fountain, impression adjustment, large bearings for cylinder, rigid, unyielding bed and automatic gripper mechanism, unbreakable even if grippers are left open. Send for descriptive circular and sample papers printed on a CHALLENGE.

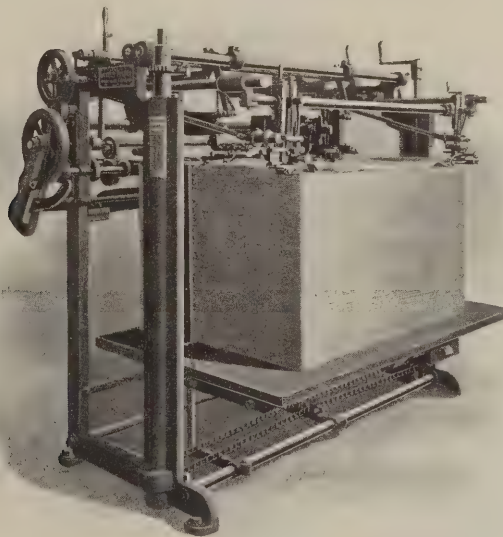
FOR SALE BY
DEALERS EVERYWHERE.

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

THE DEXTER AUTOMATIC FEEDING MACHINE

FOR

Printing
Presses
folding
Machines
Ruling
Machines



No Electricity
No Suction

All Automatic
Devices
Mechanically
Controlled

MAIN OFFICE AND FACTORY
PEARL RIVER, N. Y.

TORONTO . . . 28 Front St., West
LONDON 46 Farringdon St.



DEXTER FOLDER COMPANY

NEW YORK
127 Duane Street

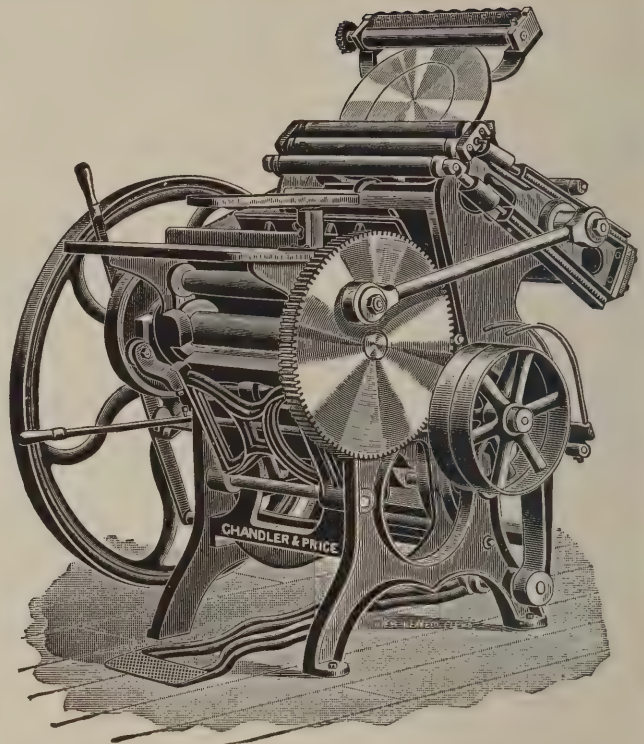
CHICAGO
315 Dearborn Street

BOSTON
12 Pearl Street

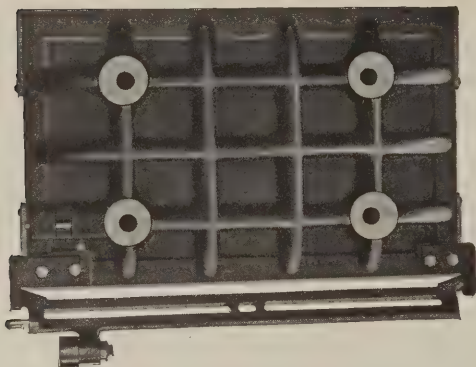
Strength

IS AN ESSENTIAL OF A
PERFECT PLATEN PRESS.
IT IS ONE OF THE LEAD-
ING CHARACTERISTICS OF
THE

CHANDLER & PRICE..... **JOBBER**



ONE  REASON



Thickest at point of greatest strain.

IS FOUND in the construction of the platen. It has more metal than the platen of any other make of Gordon presses. The construction is convex, heavily ribbed, and thickest in the center at the point of greatest strain — as shown in the illustration. The tympan rests on a perfect surface and the gripper bars and platen ears are of malleable iron, a metal much tougher and more expensive than cast iron. The construction secures firmness, rigidity, perfect impression — making possible perfect register and perfect work in every way besides insuring



Durability

ONE OF THE CHARACTERISTIC
AND ECONOMIC FEATURES OF
THE CHANDLER & PRICE PRESS.

STRENGTH AND DURABILITY, WITH PERFECT MECHANICAL CONSTRUCTION, MAKE A PRESS ALWAYS READY AND EQUAL TO ANY DEMAND OR ANY EMERGENCY.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, , , , , OHIO, U.S.A.

**COARSE LINE
HALFTONES**
for
NEWSPAPERS.

BINNER ENGRAVING COMPANY
*B*inner *B*uilding 212325 Plymouth Pl.
Oscar E. Binder
 Resident Mgr. New York Branch
 111 5TH AVE.
CHICAGO.

Single or double column halftones of Presidential Candidates for sale.

NEW SUBSCRIBERS

Are going to pour in on you from now till election day. This is already a hot campaign, and it will be hotter. People want the news, and you are going to give it to them. But you could give it to them fresher, quicker, and make more money out of it, with a new press. Why not

THE RELIANCE?

It has air springs, tapeless delivery, runs 1500 per hour, and is low in price. It is just the press for a weekly of one to three thousand circulation. It will print your job work, too.

But perhaps you want a press that runs faster? Yes? Then it's

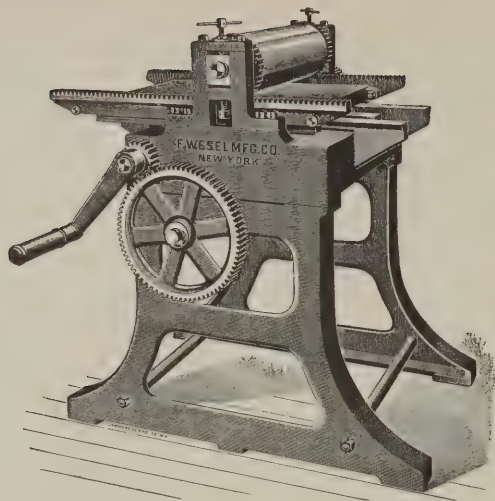
THE DISPATCH

It is a little higher priced, but it runs at the rate of about 2500 per hour and is somewhat heavier. It has all the modern improvements.

They're both the best in their class—every inch of them. You need a press NOW. Shall we send you full particulars?

Babcock Printing Press
Manufacturing Co.
New London, Conn.

BARNHART BROS. & SPINDLER,
General Western Agents,
183-187 Monroe St. **CHICAGO.**



Wesel Cold-Process Stereotyping

Not a cheap, but a decidedly economical process. No injury to type. Can be taught in ten minutes. No skill required. By using our good appliances you get good results. All who can afford to invest from \$300 to \$500 in an effective stereo plant, guaranteed to give superior results, are invited to send exact particulars of the work they wish to do to the

F. Wesel Manufacturing Co.
82 Fulton Street, New York

HEADQUARTERS FOR ELECTROTYPING, STEREOTYPING, AND PHOTO-ENGRAVING MACHINERY, AND APPLIANCES ON THE MOST ADVANCED PRINCIPLES



YOU NEVER FAIL

to attract attention when you have the J. P. BIRREN CO. do you Designing, Halftones, or Zinc Etchings. We also do Electrotyping.

J. P. BIRREN CO.,

ENGRAVERS, DESIGNERS, ELECTROTYPERS,
63-65 WASHINGTON STREET, CHICAGO.

Phone 2306 Central.

Send 4 cents for Advertising Cut Book,
or 6 cents for Artistic Booklet.

C. W. Crutsinger PRINTER'S'

Manufacturer
of

ROLLERS AND COMPOSITION.

18 NORTH SECOND ST.

ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



\$50.00

IN PRIZES for a type cover design contest by subscribers to National Printer-Journalist.

The SHEARS

THE LEADING PAPER-BOX
MAKERS' AND BOOK-
BINDERS' JOURNAL

Full of trade news and technical information. Its advertising columns form the most complete directory of manufacturers of machinery and supplies used in these industries. SUBSCRIPTION, \$1.00 PER YEAR. Send 10 cents for sample copy.

GEO. E. JENKS, Publisher
198 Clark Street, CHICAGO

An Old Idea in New Form

You can talk to 4,000 Printers in the New England and Middle States through Press and Printer.

Did You Ever Think of It?

These four thousand printers expend many thousand dollars annually for type, machinery, etc. Do you get your share of their orders?

68 Devonshire St., BOSTON

Advertising Success . . .

The Monthly Magazine of Art, Inspiration and Helpfulness....

\$1.00 a Year, Ten Cents a Copy.

I want to congratulate you upon the fine appearance of ADVERTISING SUCCESS.—Fred Macey, of Library and Office Furniture fame, of Grand Rapids, Mich.

I am decidedly pleased with the appearance and contents of ADVERTISING SUCCESS. Let us have it regularly.—D. J. Thomas, Manager, *How to Grow Flowers*, Springfield, Ohio.

We have watched the growing popularity of ADVERTISING SUCCESS with considerable satisfaction, and trust it may meet a hearty reception throughout the country.—*Philadelphia Record*.

GEO. H. POWELL, PUBLISHER,
907 Temple Court New York.

A. D. Farmer & Son Type Founding Co.

CHICAGO...163-165 Fifth Avenue

63-65 Beekman Street...NEW YORK

Makers of Printing Type, Brass
Rules, Leads, Slugs, Metal Fur-
niture, Brass Type, and Patent
Stereotype Blocks, New Dresses
for Newspapers and Magazines.

Machinery and Wood Furniture in stock for immediate shipment.
Complete Outfits for Book and Job Offices of any and all sizes.

— SEND FOR SPECIMENS OF BRADFORD OLD STYLE —

Another of our Marvels

THE MOST WONDERFUL
WIRE STITCHING MACHINE
— OF THE AGE —

Perfection No. 6 Wire Stitcher

PRICES AND PARTICU-
LARS ON APPLICATION

NOW READY FOR SHIPMENT

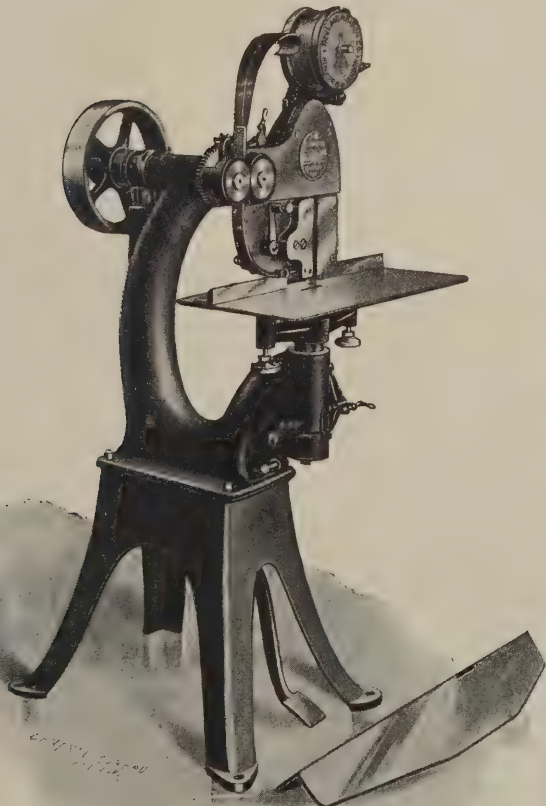
The J. L. Morrison Co.

60 DUANE ST., NEW YORK CITY

T. W. & C. B. SHERIDAN
46 FARRINGDON STREET, LONDON

28 FRONT STREET
TORONTO

PATENTED IN 1900
CAPACITY, 2 SHEETS TO $\frac{3}{8}$ INCHES



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ENGRAVING CO.

HOLLAND BUILDING

ST. LOUIS

**ELECTROTYPERS
HALF-TONE ENGRAVERS
DESIGNERS & ZINC ETCHERS**

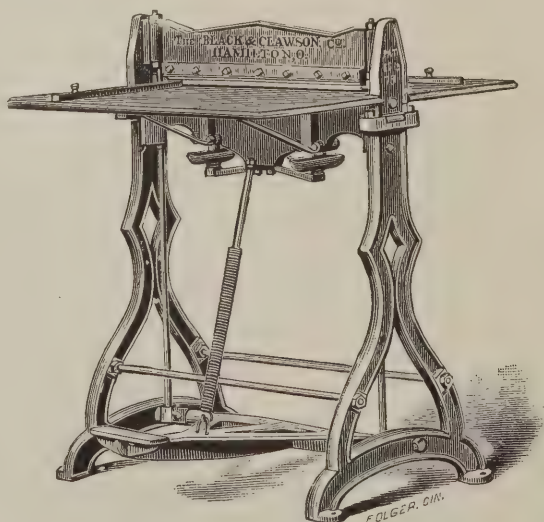
IF you contemplate using Engravings of any kind, send for Sanders' new specimen book, showing different styles of work with bottom prices attached. You will find our work perfect and prices very reasonable.

GREY

THE BLACK & CLAWSON CO.

HAMILTON, OHIO, U.S.A.

BUILDERS OF



Foot and Belt Power Perforators.

Saturating and
Coating Machines.

INK
MILLS.

Paper and Pulp
Mill Machinery.

PARTICULARS UPON REQUEST.

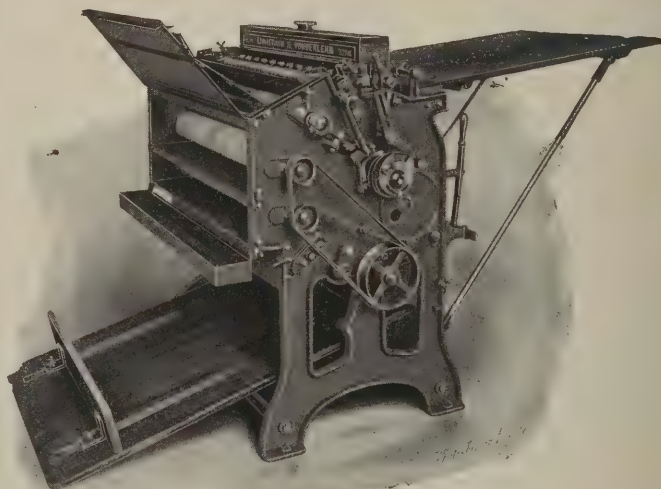
THE EMMERICH....

*Improved Bronzing and
Dusting Machine.*

Over 2,000 Machines in use.

SIZES:

12	x	20
14	x	25
16	x	30
25	x	40
28	x	44
34	x	44
34	x	50
36	x	54
40	x	60
44	x	64



SPECIAL BRONZING MACHINES are made for bronzing heavy paper stock, such as Photograph Mounts, Mats, Sheet-metal, etc.

We also manufacture an excellent Roughing Machine, for embossing Tablet Covers, Color Prints, etc.

EMMERICH & VONDERLEHR,

Write for prices
and particulars.

191-193 Worth St., New York.

High Grade News Ink

IS OUR SPECIALTY. WE SELL

GOOD NEWS INK	-	-	at 5 cents per pound.
BETTER NEWS INK	-	-	at 6½ cents per pound.
BEST NEWS INK	-	-	at 8 cents per pound.

WE GUARANTEE THESE INKS TO GIVE SATISFACTION. IF YOU WANT THE BEST VALUE AT THE LEAST POSSIBLE COST, TRY OUR INK AND YOU WILL BE CONVINCED OF ITS SUPERIORITY.

The **Standard Printing Ink Company**
CINCINNATI, OHIO

SOLE MANUFACTURERS of "CROW BLACK" INK

The Most Wonderful Scene in the World

Is the Grand Cañon of Arizona, now reached by rail from Williams on the

Santa Fe Route

instead of by stage as formerly.

A short, easy and inexpensive side trip for transcontinental travelers.

Full particulars furnished by

General Passenger Office
The Atchison, Topeka & Santa Fe Railway Co.
CHICAGO

How Long Can You Look Pleasant?

YOU can't look pleasant very long if you permit the profits of your business to go on accumulating unchecked until you have several thousands of dollars all earned, all yours, but safe in the other fellows' pockets. Nice to think of—always something coming! "Draw on me," swelled the delinquent, "when

you need money!" "We drew on him," said the editor—"we drew a \$3.00 protest bill!" Which brings to mind that famous Tweedism:

What Are You Going to Do About It?

It is an immortal bluff. Let our clients tell you what *they did* about it:

Coast Echo, Belmar, N. J.

I am also pleased with the manner in which you approached delinquents. **You evidently retain their good will** while making your collections, for I have had **no orders to stop my paper** from any delinquent subscribers whose accounts you have collected. You may be assured of my further business and of my recommendation of you to other publishers of my acquaintance.

CONRAD PINCHES.

Palmyra Courier, Palmyra, N. Y.

We take pleasure in recommending your agency to our newspaper friends. We will send you another list of delinquents soon, for the reason that your system brings not only quick returns, but **leaves no unpleasant effect afterwards.**

UNALMYRA COURIER.

Yazoo Sentinel, Yazoo City, Miss.

As a money-getter your agency is a success. You have stirred up the slow coaches where I could not phase them, and **as a rule they continue as subscribers.**

F. R. BIRDSALL.

The Gazette, Sidney, Ohio.

We do not hesitate to recommend you to other members of the craft, as your method is certainly all right.

THE GAZETTE.

Augusta Eagle, Augusta, Wis.

Some three or four editorial friends who have tried you have induced me to employ you, assuring me that you succeed better than any other collecting agency.

AUGUSTA EAGLE.

The Newspaper Collection Agency

FOUNDED 1895

CHICAGO: CAXTON BLDG.

NEW YORK: BENNETT BLDG.

"PROSPEROUS DIGNITY"



The



INLAND PRINTER for July says:

"A printing office with a type setting machine has an air of prosperous dignity about it that does not exist without it."

"Thru fer yez!" Many users of the SIMPLEX ONE-MAN TYPE SETTERS have mentioned the fact that the possession of the machine has given their papers a prestige in the community worth hundreds of dollars in increased business and added subscriptions.

When to this prestige is added the large amount of money it saves on composition, the facilities it gives for issuing better papers, fresher news and more of it — the reduction of out-go and increase of income makes the SIMPLEX proposition very attractive.

The machine is so simple that your own people can handle it all right after the instructions we give them.

The price of it is low, and the terms are so easy that it will practically pay for itself out of its savings.

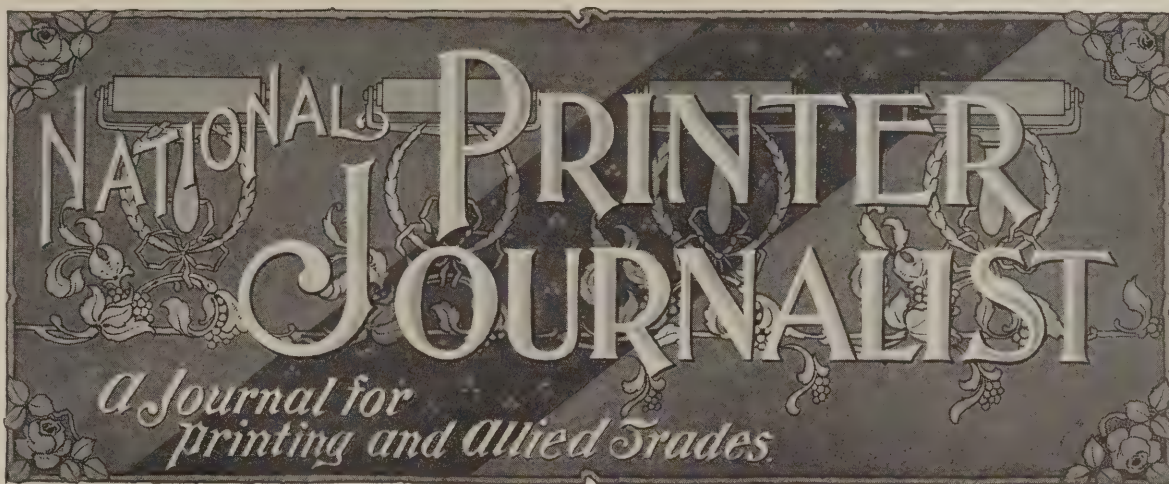
Publishers in 29 States are finding the SIMPLEX a good thing every day, and no publisher who is setting 75,000 ems or more per week can afford to be without it.

Send for our new booklet "NOT WHAT WE SAY," and read what publishers are saying about the SIMPLEX.

The Unitype Company

200 Monroe Street, CHICAGO

150 Nassau Street, NEW YORK



Bookkeeping for Newspapers and Job Offices.

By W. F. PARROTT, Waterloo, Iowa.*



NEWSPAPER bookkeeping covers a vast territory, and, we might say, a multitude of sins. There can be too much bookkeeping; there can be too little. Generally speaking, there is too little. The tail cannot wag the dog. Neither can the best system of bookkeeping ever invented keep a business upon its feet that is not managed and operated on business principles. We, as newspaper men, are too lax in our business methods.

Too much time is devoted to talking politics and not enough to the little details. There is not another business or profession in the whole category of man's pursuits that receives as little business management as does the printing and publishing of the country newspaper. Our columns are full of advice to the farmers about caring for their machinery. "Put it under cover;" "Don't leave it exposed to the weather;" and a lot more of the same sort. It is timely and good, and if we would only take it to our own vine and fig tree it would be one of the best editorials ever produced, as far as profit is concerned.

* * *

It is not the practice to run printing machinery without oil, cleaning or repairs just as long as possible, or until there is a general break down.

In the last year the writer has visited at least fifty newspaper offices. With one or two exceptions, the rollers in the presses in these places are never washed or cleaned until they become clogged up and refuse to work. Rollers should be washed every time they are used. Machine or kerosene oil is the best cleanser to use. If the rollers are old and you wish to infuse new life in them wash with gasoline and sponge with cold water. Don't, however, do the latter until you are almost ready to buy new, or as a last resort. Several such applications will use them up entirely.

When the office boy has nothing to do set him to cleaning up the presses. An hour's cleaning will save enough coal or gasoline in the power to more than pay the expense of the labor so expended. In addition to the little saved there is the satisfaction of being clean and neat.

* * *

How about the stock? Is it not scattered from A to Z? Dirt thick enough to write your name in can be seen on every top sheet.

Card board and tag board is under foot and trampled upon as though it did not have a cost.

A new face is expensive, but one would never get that impression by seeing the amount of type that is dropped and destroyed under the feet of the average compositor. Not long ago we asked an office boy why he did not pick up the type he dropped. Oh! we do every Saturday night. Is it any wonder then that the country newspaper with unwashed rollers, and broken type, heads and tails knocked off, do not present a more metropolitan appearance?

* * *

How about the system of collecting? Do you have one? First provide your office with a money drawer and don't make change out of your pocket. The latter habit is very unbusinesslike. Collect your advertising once a month. You will be astonished to see the difference in your year's receipts. On this proposition, actual experience has demonstrated to us that you avoid losses that otherwise would be unavoidable. If a merchant or firm of the town fails you can only lose the one month's business. There is quite a difference between \$45, one month's advertising, and \$198. The former represents our loss, the latter a loss where the monthly collection plan was not enforced.

* * *

Pay cash for your stock and take the discount. It will pay even if you have to borrow the money to do it. Every publisher, and we are in the list, is apt to be careless in this respect. The successful wholesaler or business man religiously adheres to this practice. Just figure and see what the saving will be for one year.

Solicit advertising and subscriptions. If either are worth having they are worth going after. Put on business basis and not on the old circuit rider preacher plan, that the community owes you a living. There is nothing in the premium plan as a subscription getter. It is the premium and not the paper that the subscriber wants who is secured in this manner. You throw out a bait of this character and you have to repeat the dose each year or your subscription list suffers. In nearly twenty years' experience, and all the schemes known to man tried, the only successful one is soliciting yourself or putting a good man into the field.

Charge your advertisements once a week, if a weekly, and once a day with the daily. Be particular about this and check advertisement and local with a blue pencil, that there be no mistake.

* * *

Pay your help every Saturday night or Monday noon. Insist on regular hours and see that actual time is put in.

*Read before the Corn Belt (Iowa) Press Association.

Pay for the labor and see that you get it. Run your hands as a successful contractor does his.

* * *

Be persistent on advertising changes. Insist that they be early and often. It make business, as the merchant can see by this method that he is obtaining results. Dead ads, or those running continuously without change, make a dead advertising medium. Have your price on advertising and stick to it. When you come down on your figures you acknowledge that you do not have faith in your paper as a result getter.

Prove that you can give value received and the question of price will not be raised.

* * *

Take trade journals; read them, and when practical your own experience will tell you; profit by the knowledge so received. Study your profession as does the leading lawyer of your town or city. There are too many of us to be careless or shiftless with details. The fellow on the top round of the ladder will be the one that has stopped up all the little leaks. So much for the newspaper part of the business.

* * *

The question of job work in connection with the newspaper publication is a detail sadly neglected. I venture to say that at least one-third of the little job work of the State done by newspaper men is produced at a loss.

The rule is to get your actual cost of paper, cost of composition, press work and all the labor in connection with the job. Add all together and to the total add twenty-five per cent for expense; by expense we mean rent fuel, light, wear and tear of machinery, and the many little things never taken into consideration, and that are an actual expense. From the total deduct the price of paper because it is not fair to add two profits to the paper that costs no labor. After the deduction add twenty-five per cent to the whole for profit. By this rule it is figured that the actual profit is twenty-five per cent. No job printing establishment or newspaper plant can live or make both ends meet at a less per cent unless they can do a greater volume of work than comes to the average office.

* * *

Perhaps the thought exists, what has all this to do with newspaper bookkeeping? It has a great deal. A business of any character has to be on a firm basis, and if you desire to have the balance on the right side of the ledger the details must be watched. If all the little leaks mentioned above are allowed to exist there will be no necessity for keeping books. This labor can be saved. You can perhaps eke out an existence but it will be a "hang on." A soup bone is a necessity if you have soup. Good business methods are a necessity if you have a profit. Books are for the purpose of recording this profit, keeping in detail your receipts and disbursements. If the books

ORDER AND SALES BOOK.

DATE	NAME	DESCRIPTION	SUBSCRIPTION		ADVERTISING		PRICE JOB WORK	LEDGER PAGE OR DATE DELIVERED	JOB WORK	
			CASH	CHARGED	CASH	CHARGED			CASH	CHARGED
July 1	John Smith	Sub. 1 yr. to 1-1-1900		1 50				675		
" 1	Cash	Sub. Peter Jones	1 50							
" 6	R. W. Brown	1,000 Note Heads					3 50	6-16-1900	3 50	
" 7	Peter Block	1,000 Statements					4 00	650		4 00
" 8	Cash	C. P. Smith, Adv., 10 lines, local			1 00					
" 10	John Brown	¼ col., 1 wk., \$52 yr.				1 00		649		
" 12	R. C. Potts	10 lines, local, 1 wk.				1 00		630		
Total,			1 50	1 50	1 00	2 00	7 50		3 50	4 00

Editors, as a rule, are not printers, and they do not take pains to inform themselves on the subject of job printing. There is too much guess work and not enough conservative figuring. Too often the customer sets the price. He says, "Jones will do it for \$3.50. I will give you \$3." It is taken, although it may be worth \$5. An illustration of this character was recently furnished at Cedar Rapids. A traveling faker with a blotter advertisement wanted a price on 500. The *Republican* made a figure of \$15. Stepping right across the street the contract was let for \$6. Either one or the other, or both, had done some bad guessing.

Have your stock plainly marked, and then figure it out, is a rule that will avoid such glaring differences. When a boy sixteen years old I was taught to figure job work. The rule then applied is old but accurate then and just as good now. If carried out a profit can be made that is fair, just and not exorbitant.

HOW TO FIGURE JOB WORK.

Composition, cost.....	\$.50
Paper, cost, and freight added.....	1.00
Presswork.....	1.50
First cost.....	\$3.00
Add 25 per cent for expense.....	.75
Actual cost.....	\$3.75
Add 25 per cent to actual cost, less paper.....	\$3.75
Less paper.....	1.00
Making altogether.....	\$2.75
Add 25 per cent.....	.69— .69
Total for job.....	\$4.44
The price for the job should be \$4.45.	

selected are clear, simple and accurate they may aid in the details and show, if each branch is kept separate, where a greater profit can be made or ought to be made. They are a guide, a help, but the rock foundation is an intelligent, economical and industrious business management.

THE BOOKS THEMSELVES.

When it comes to recommending a system of books a very hard proposition stares us in the face. No two conditions are alike, and what will fit one case will not another. That which will seem simple to a bookkeeper will be complicated to a newspaper man with no bookkeeping experience.

After giving the matter considerable thought we have decided to recommend three books—a plain ledger, an order and sales book combined and a little counter cash book. If we were keeping we would also have a small journal. The journalizing can be avoided and charges made direct to the ledger, although, in our opinion, it is not satisfactory. We have drawn some rough plans and will explain in detail after we get through the short list of recommendations.

BOOKS TO KEEP.

Plain ledger; Order and sales book;
Counter book (plain manila cheap book).
To keep cash add the total cash subscription, advertising and job work together with the cash received on account (little counter book). From this total amount deduct cash paid out (expense) on opposite side of counter book, and the result will be "cash on hand." Need not carry the figures down to total each day, but can foot up in pencil and make cash and then continue on down until page is used.

WHOLESALE BILLS.

Put on file and pay in ten days. Carry amounts direct to ledger under "merchandise" if for job work and if for paper charge

to subscription or advertising, as case may be. Keep job work and newspaper separate.

To balance job work the cash and charged under job work should equal the (price of job work).

Subscription, advertising and job work, the cash items can be carried to ledger under these accounts each month, three months, six months, or a year, as is most convenient. In this manner one can tell how each account has been for the month as compared with same month year ago. For illustration, the cash subscription on sale book is \$1.50 for June 1 and the charged is \$1.50; the total subscription for day is \$3. Same result can be obtained for any period desired.

We would use the card subscription system for caring for the subscription list.

Bookkeeping should be a daily occupation. Look after it carefully and you can push it, if not it will push you. Take an inventory once a year, balance up and close up and ascertain to a certainty whether there has been a profit or a loss.

If publishers will look after the details and keep the accounts in a careful and accurate manner there will be more satisfactory results.

The balance will be on the right side of the ledger, there will be a deposit in the bank, and sunshine and happiness in the heart.

BENEFIT OF ORGANIZATION TO MASTER PRINTERS.*

BY GEORGE C. MILLER, DES MOINES, IOWA.



YOU have all seen and felt the benefit of organization in other lines of business. Every other business under the sun, except ours, is organized for the purpose of protection and improvement of conditions of that particular trade, and you are all familiar with its working. It seems presumptuous for me to attempt to tell you what you already must know, but the committee in charge assigned to me this subject, and I hope I may be able to say something that will stimulate a spirit of organization in our ranks.

What benefit would it be to us? Here is an extract from a letter written last October by a member of a Master Printers' Association, which had been in operation about six months, to Mr. Conradis, the author of the plan which is working so successfully in a number of cities. It seems to me it covers the ground.

"Mr. William Brewster, St. Paul, Minn.

"DEAR SIR: In compliance with your request I have written out a few of the advantages of the Master Printers' Association to the craft, as they appear to me.

"First.—It promotes confidence and friendly feeling between competing houses. It knocks out the 'filler.' It doesn't allow jobs to be taken at ruinous prices because business is slack. It stimulates careless and uninformed printers to be more careful in estimating, as with our system of checking up in the manager's office mistakes are sure to be caught, and it is embarrassing to the person making the mistake—for example, recently in estimating on 20,000 circulars to 'match sample,' which was colored bond, one of our largest offices carelessly took it for colored print, and quoted price from that basis, and was promptly called down by our General Manager. Even the smart fellows that 'never make mistakes' get caught at it sometimes.

"Second.—It insures against mistakes of competitors, and protects the customer against overcharges, and insures him a better grade of work. If a printer is getting a fair price for a job he doesn't need to skin on the stock to save himself.

"Third.—It protects our members against the avaricious customer who saws one employer against another by telling A 'that he has a bid from B 35 per cent lower, and A must have made a mistake.' A promptly calls for B's estimate, and usually proves customer to be a liar. That problem is disappearing.

"Fourth.—It makes the customer more careful in giving specifications, and requires members to be more careful in submitting bids. It saves a vast amount of time in estimating, as with our tabulated list we can make prices on a large amount of regular work without figuring, and we can get at the value of irregular jobs much quicker

than by the old way, and we know when quoting list price that all the elements entering into the cost have been considered. We have presswork prices—on platens and pony cylinders from 500 or less to 5,000 and additional thousands, in both black and colored ink, and on cylinders, 22x32, 32x44, 38x50 or under, 500 or less to 10,000 and over—in three grades: plain type forms, forms with one to five halftones, forms full of halftones, and the extra price for colored ink, first 1,000 or less and over. Our tabulated list gives price on binding pamphlets per 1,000 from eight pages—no cover—to eighty pages with cover, both ways, wired and glued on, and each extra sixteen-page signature over eighty pages, from 500 or less up to 10,000 or more. It inspires the customer to have more confidence in the craft, so that when a customer gets a bid from three or four reputable houses varying only from 2 to 5 per cent, and there is no reason why there should be more difference, he believes that there is a value to printing, and that he is getting his work at a fair price.

"We find that the average customer is willing to pay a fair price for his printing, as well as any other goods he buys. The trouble has been that through ignorance and carelessness bids varied from 10 to 40 per cent, and the customer naturally assumed that the low man was not doing business for fun, but was satisfied with a reasonable profit, and the high man was making an enormous profit. He hadn't noticed that the high man was not wearing diamonds or the starved look the low-priced printer habitually carries on his face.

"Some of our customers commend the Association; few are against it when advised that its object is to get a fair price for the output of its members and is not trying to bear down on them. It is a vast improvement over the old plan of 'dog eat dog'—anything to keep the other fellow from getting the job—and I believe it will eventually do away with the evil and expensive habit of soliciting, and restore the dignity of our profession to that it once had.

"Did you ever stop to think that a printer's plant is the most perishable of any manufacturer's on earth, and that the percentage of failures of printers is greater than in any other line of business?"

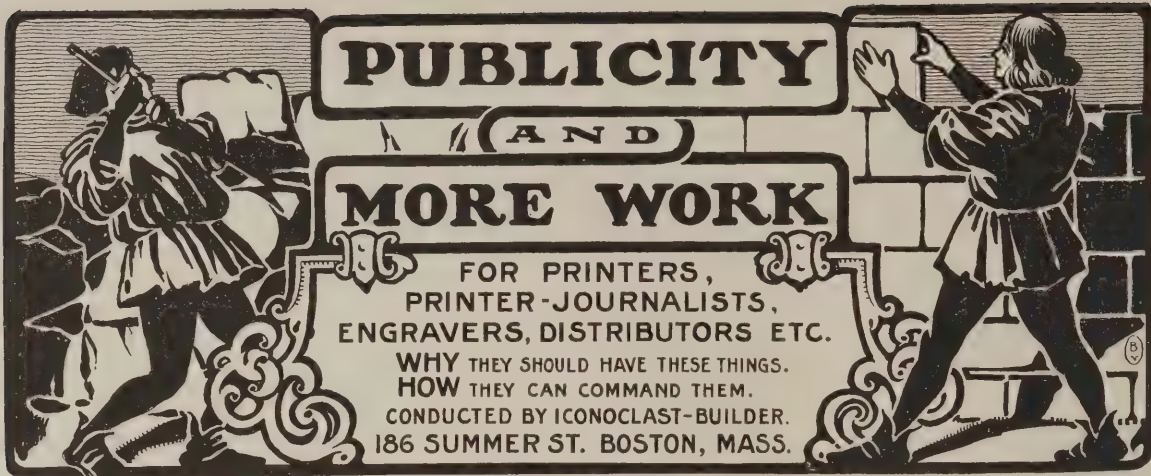
This letter was written last October, and that Association has been getting stronger all the time. I am intimate with the man who wrote it, and he told me recently that he had gotten on a single job enough more than he would have gotten under the dog-eat-dog plan to more than cover the expense of belonging to the Association for a year. Think of the benefit to the Master Printer in this State of an Association that would establish uniform prices, and put a reliable, tabulated price list in the hands of each member and give him the assurance that all of the offices in his town and territory were using the same list. "Oh," but you say, "customers wouldn't stand it. They would send out of town for their work." Why don't they send out of town for their shoes, lumber, hardware, groceries, doctors, undertakers, millinery, and hundreds of other articles? Simply because they can't do any better. People buy printing because they have to have it. There will be so much of it used any way and no more. It is in our province to make the price. Will you have nerve enough to put it on a plane with other lines of business, or will you continue to let the consumer make prices for you?

An effort was made last fall by the Des Moines printers to form a State organization. A convention was held and a prospectus was sent out outlining a plan which I believe can be successfully carried out. Are you ready to do your part, or do you want to wait till the Sheriff takes your keys?

I don't want to be understood as advocating a trust, or standing for unreasonable prices for our product, but everything that enters into our output is controlled by combinations, so that our only advantage in buying is to order from the nearest point and save the transportation. It seems to me that it is only ordinary business sense for us to put our price where it will afford us a percentage of profit equal to what is made in other lines of business.

The qualities necessary to a model newspaper are given as enthusiasm, individuality and tact, by Annie Bartlett Tubbs in the NATIONAL PRINTER-JOURNALIST for June.—*Milwaukee Journal.*

*Read before the Upper Des Moines Editorial Association July 13.



NE of the chief aims of this department is to bring about the glorious day when the big advertisers of the land will realize the tremendous importance of country newspapers as advertising media. We hope to persuade both the advertisers and the small publishers that a certain sum invested in a number of small papers will bring greater returns than a correspondingly large sum invested in the big daily papers. We repeat that we wish to convince the publisher, for one of the reasons that the small daily and weekly papers do not get all the advertising they should have is because of the lack of faith their proprietors have in the use of their papers as advertising media.

LOCAL ADVERTISING.

There is another phase of the advertising-in-the-small-papers question that we wish to especially treat in this department, and that is local advertising. If the people of one's own town patronized their local newspaper as they should the paper would prosper exceedingly, despite the competition of the big dailies. But, as in the other case, there seems to be too small a degree of self-confidence on the part of the publishers of the lesser dailies and weeklies—"lesser" in individual circulation perhaps, but greater in collective influence and importance. Let publishers believe in themselves or else they can never adequately advertise their business.

In the first place, it is a great misfortune for any town to lack the presence and influence of a local publication. The town that does not contain a newspaper is dead; it is out of the world; it does not take a proper part in the great action and interaction that indissolubly bind communities one with another to their mutual advantage and profit. One of the reasons of the prosperity of the United States, which has resulted largely from the quick growth of the smaller communities, is the fact that the proverb which says, "Put a genuine Yankee in a desert or a wilderness, and it will not be long before there is a hotel and a newspaper," is essentially correct. The social organism of any community or communities needs, in these days, the power of the press to bind the constituent parts indissolubly together. It is the bounden duty of every member of a community to do all in his power to aid a good local newspaper.

Martin Luther, preacher and teacher, said that the work of the teacher was more potent than that of the preacher. But the work of the conscientious, careful editor is greater than that of either. The great teacher, Henry W. Longfellow, and the great preacher, Henry Ward Beecher, have each admitted this fact. The influence of a preacher in one of the lesser towns is necessarily restricted, not only to the inhabitants of the town, but also, in a much greater degree, to the members of his flock. The teacher's influence, great as may be its force in future years, is but the seed which is not fully germinated. But the editor's power, in even the smallest towns and villages of the United States, may easily extend throughout the entire civilized world. It is hard to find a paper of even 500 circulation which does not reach

the remotest parts of the earth in these days when the world is so small. Wherever that paper goes, if it is a good paper, it advertises the town in which it is published. When a town has a chance of booming, what a tremendous aid it is! Capitalists and possible settlers in different parts of the State or country are already acquainted with the name of the town. Items in a live country newspaper are copied by the large city papers. The name and events of the little town are brought before the people who are interested in little towns, and whom it should be every little town's aim to interest in itself. A good daily or weekly newspaper in any town—large or small—does a tremendous lot of valuable advertising for that place, the value of which will never be repaid to the editor this side of the great beyond.

There are some editors who do not fully realize this, as editors are proverbially a modest class of people. Many of the most modest do realize it, however, but refrain from calling the fact to the attention of the people of their town. This is a mistake; no editor can afford to hide his light under a bushel; the more his paper prospers, the more the town will prosper, and it is to the town's interest, as well as to his own, that this fact should be thoroughly understood by all public-spirited citizens. The editor publishes many things for the good of the town, and persists in such a course in matters which are at first unpopular, until the town realizes his wisdom. If he can publish anything that will accrue to the benefit, not only of the town, but of himself—not only of himself, but of the town—it is his duty so to do.

It is also the duty of the town to help him and his paper in every possible manner. A man finds it exceedingly difficult to make a good paper in these days without financial and moral encouragement, and the financial part is usually of greater practical value than the moral part. The live citizen of a town who reads the local papers is surely helping the town, and thus indirectly helping himself. The business man in one of the smaller cities who advertises has a direct and distinct advantage over his competitor; moreover, competition is not, in these days, confined essentially to one community. A New York City dry goods merchant may easily be a competitor of the dry goods merchant in Wakefield, R. I. In this time of that active and interactive force, the mail order business, such a proposition ought to be self-evident to the Wakefield dry goods merchant. But there is a principle of economics which is not sufficiently realized by tradesmen or even, for that matter, by economists themselves, whose mission it is to advise tradesmen, and that is that a jeweler in New York City, or in London, England, or in Honolulu, Hawaii, may easily also be a competitor of the dry goods merchant in Wakefield, R. I. Any dealer in anything outside the bare necessities of life is a competitor of that merchant. If the trader in Wakefield does not spend his surplus cash in his native town, he will probably spend it in Honolulu, or London, or New York, or Porto Rico. Many a housewife in a small town doubtless sends away for luxuries, or even for the endless necessities, which she can obtain cheaper and more expe-

ditiously in her own town. She pays cash where she might have credit, and all because the merchant of her town does not let her know what he has in his store.

It is one of the reasons of the success of the big daily newspapers that women read them. The women of America have, for the most part, more sense than to take any great interest in news of a sensational character, which is denied by the flaring scare heads now in vogue. What the women read in the daily papers are the advertisements of the department stores. Does this not furnish a hint to the local merchant, especially as the daily paper reaches so many of the smaller towns, and the department store is making the most strenuous efforts to obtain the trade of these towns?

Now one reason that the merchant in one of the small towns does not advertise "early and often" is because he does not sufficiently realize the benefits of advertising in the country newspaper. As a general rule the information given by the local paper is far more reliable and more fully relied upon than that of the big daily paper. The people in the smaller towns like the man "who paints the thing as he sees it, for the God of things as they are," so long as he does not use black paint too freely. Such an editor can make many converts to the advertising trade.

Nearly all editors and proprietors of the smaller newspapers, as well as job printers, are conscientious believers in the efficiency of advertising. They firmly believe, as a result of their experience, that advertising is bread cast upon the waters which will return in a much shorter space of time than the scriptural "many days," and in the shape of cake, with plenty of plums in it.

Now, it is an editor's duty to take his readers along these lines which will prove to their advantage, and yet editors seem to display surprising indifference in advising people as to "judicious advertising," which Mr. Hubbard once so tersely and truly termed "the keystone of success." It seems strange that this should be so, because by endorsing advertising in his columns he not only benefits his town and the individuals thereof, but also his paper and himself. Like the unstrained quality of mercy, an article on judicious advertising in a local paper "blesseth him that gives and him that takes."

The science of advertising is as important a factor in the business world today as any "open door" or closed gate or colonial possibilities. A discussion concerning it should create even more interest among business men than a discussion of what are generally termed the great questions of the day. Nearly all these questions have something to do with business, and it is for that reason that they "have greatness thrust upon them." Let the local editor read the advertising trade papers as diligently as he peruses the staid and solemn pages of a philosophical review. Let him introduce to his readers those ideas that men who have devoted their lives to the study of advertising are promulgating. Let him devote more space to that promoter of prosperity and peace—good advertising—than to the partition of China. Let him take up the cases which will be applicable to the needs of the merchants of his town. Let him have faith in his town and faith in his paper and its advertising possibilities. Let him show the town that it cannot afford not to support his paper. Let him show its merchants that they cannot afford to ignore modern competition. Let him show them that they do not live in the age when a few miles of wilderness or a big rock in the ocean comprised the whole world to the inhabitants of the rock or of the patch of wilderness. Let him show them that the world has widened, and that there is now such a thing as interlocal and international competition. Let him show them that the only way to meet competition is by advertising. Let him tell them that the time when the general store at the cross-roads (the predecessor of the modern department store) necessarily supplied all the needs of a small community has gone by. Let him show everybody by means of sound, logical argument that his newspaper is a business necessity to the community. Let him show them that the advertising columns are not the least in importance. Let him edit his advertising columns—or get somebody else to do it for him—with as much care as is bestowed upon the other parts of his paper. Let him do all these things, and we shall hear less of the woes of the small pub-

lisher, and of the difficulty in making people see the value of advertising.

*

There are, from the advertising point of view, at least two classes of business men to be met with in every community at the present time. One class thoroughly understands and appreciates the benefits of advertising. This class knows that they have to advertise or else they cannot keep up with the procession. They are sound enough business men to realize that the success of many of the greatest firms in the United States and other countries is directly due to the large appropriations they make for advertising. They study the methods of the outside world, or rather they realize that the world is not outside, and hence that they are subject to the same economic laws that prevail elsewhere.

It is not, as a general rule, hard to interest such people in any advertising proposition. Fifteen years ago it would have been difficult, but business methods have been revolutionized since that time.

There is another class of men who do not advertise, and are so wedded to the methods upon which they built up their business that they wonder that they are not now doing as well as some of the younger men. They do not seem to realize that their successful rivals spend a large percentage of their earnings in advertising, and that this accounts largely for their success.

If you approach such a man in the right way, and are able to talk to him intelligently upon the subject, it is not an extremely difficult matter to convince him that he should give advertising a trial. You will probably make a good friend of the business man you induce to advertise.

*

We intend from time to time in this department to give arguments for advertising which we have found useful in our own experience, but, as we have said before, our experience is necessarily limited in comparison with that of the manifold readers of the NATIONAL PRINTER-JOURNALIST. This is an extremely important thing. It is one of the problems that is most intimately connected with the extremely pertinent matter of more work. We want you to write how you induced those who never advertised before to advertise now. There is hardly anything that would be of more mutual benefit to the readers of this department than such a symposium.

MAIL ORDER SECRETS.

The remarkable growth of the mail order business during the last few years is another proof of the great law of action and interaction between communities. The mail order business is not confined to fakers and frauds, but is adopted by some of the most respectable and soundest business houses in the country. There is hardly anything that is not sold in this manner. There are several publications devoted to the mail order business which are, doubtless, as important to their subscribers as other trade papers are to theirs. It seems that the time is ripe for a book upon this subject, which shall be of a higher class than some books that have already been gotten up with receipts for systematically swindling the public.

A publication which should be a guide to a legitimate mail order business is that entitled "Secrets of the Mail Order Trade," by Samuel Sawyer, which has been published by the Sawyer Publishing Co., New York and Waterville, Me. Doubtless many of the fakers (a "fakir" is not necessarily a "faker") will also find things in it that will be of material aid, for it is no drawback to rascality to know something of the principles of business. The book acts, however, in many places as a warner and discourager against fraud. It appears to be a practical book which can be read with profit by any business man. As the mail order business depends so essentially upon advertising, any book treating of the subject must, necessarily, have a good deal to say about advertising. There are many little points of law in connection with advertising not generally known which are illustrated in this book. There is an earnest appeal for a mail order man to make a consistent and careful study of the advertising trade journals. The writer is somewhat severe on "the so-called advertising experts," but is careful to modify his strong statements on this subject, for, as he naively remarks:

I cannot consistently allow the much-sneered-at profession to be derided too far, because I am in the same line myself.

In one of his chapters on advertising he says:

I suppose some readers of this book think that in regulation-listen-to-my-good-advice style I should say: Stick strictly to the truth; don't tell a lie or place your advertisement so that an untruth will be inferred.

That piece of advice belongs to a future century. Having traveled up and down the line of advertising in all its phases and divisions, I give the following suggestions:

Stick as closely to the truth as you possibly can; never tell a deliberate lie in advertising. If you arrange your words or expressions in such a way that misleading inferences might be drawn, be very careful to see that, according to the way you peruse it yourself, it reads all right, and unless it is urgently necessary, do not resort to subterfuge.

He gives an ingenious demonstration of how "the worse" may be made "to appear the better reason," and ends:

I have used stogies as a demonstration, but the same idea will apply to any commodity. I have simply undertaken to show the difference between a deliberate lie, an unique and legal evasion, and an ingeniously told actual truth. Even the statement that I have given as truthful is as salted and buttered baked potato compared to a raw potato. But the advertiser who can not at least write up his goods with some enterprise had better try another line of trade.

This subtle moral distinction reminds us of the advice of the not-altogether-spiritually-minded old deacon to his son upon giving him a start in the world: "My son," he said, "get money, honestly if you can, but get money."

The book has a substantial cloth cover and contains 180 pages of matter that should be of interest to anybody in any way connected with the business of advertising and selling goods by mail.

A GRATIFYING LETTER AND A GOOD BOOKLET.

Accompanying an eight page booklet which we have received from the Sanders Printing Company, of Scranton, Pa., printed on tinted paper, 5½x3 inches, is the following appreciative letter:

Iconoclast—Builder, Boston, Mass.

GENTLEMEN: We enclose you a copy of our first booklet, compiled mostly from suggestions gathered from your "Publicity and More Work" department in the June issue of the PRINTER-JOURNALIST. I thought it might interest you and encourage you to know that your department is read most thoroughly and more highly appreciated than any other, from the simple fact that the suggestions are going to lead the master-printers who are readers of the NATIONAL PRINTER-JOURNALIST to get practical results from the study of this department especially. You have struck "the right keynote," and you will be very helpful to this class in giving them new ideas, etc., in the conducting of their business.

I have thought to add half-tone designs of local views in future issues.

SANDERS PRINTING CO.,
Per J. S. SANDERS, Manager.

Scranton, Pa.

The booklet is evidently the first of a series, as the legend "Booklet 1, Scranton Printing Co." appears on the cover. We very earnestly look for booklets 2, 3, 4, etc.

We are almost afraid that the Sanders Printing Company is a little too modest in saying that the booklet is compiled mostly from suggestions gathered from "Publicity and More Work," for a great many of the best parts of the epigrammatic phrases that comprise the booklet show an original mind, which is backed up by a good quality of brains.

The publishers devote one page of four terse lines to showing that they can make booklets for other people as well as for themselves. They can probably do the writing as well as the printing, judging from the booklet before us.

The suggestion of half-tone designs of local views is, in our opinion, a most excellent one. There is nothing that requires more care on the part of the printer than the printing of half-tones, especially in connection with type, and he has a chance to show that he is careful.

The most pleasing part of this suggestion is that the designs are to be of local views. We cannot think of any better advertisement to insure attention for a local printer than local views. The printer who has enterprise enough and feeling enough to make such a personal appeal to prospective customers deserves to have a good share of the local trade.

We have noticed, especially in smaller towns than Scranton, that views of local places have given to a booklet what Shakespeare calls "a local habitation and a name." The man who throws away a nice booklet of scenes of his own town is scarce.

DISTRIBUTORS, READ AND SUCCEED.

There was once an old sandal-maker of Babylon who had a great many clearly defined and often promulgated ideas

of how to run the world and all that dwell therein. He was one of those men

Who wonder how the universe endured
With his co-operation unsecured.

He was an omnivorous reader and a voluminous expounder. The consequence was that he got himself disliked, but he cared not for that. He apparently thought that his mission was to reform and educate mankind. The weak part of the life of this old sandal-maker was the extremely important one that he made the worst sandals that were ever manufactured. He knew something about everybody else's business, but very little about his own. Human nature is the same now as it was of old, and ever will be. We all of us know a good many old sandal-makers of Babylon, and they will never cut a great deal of ice till the end of the chapter.

"Be diligent in business" is a good motto, but the sage who wrote it should have made it more explicit. He should have said "Be diligent in your own business." He should have advised people to work their own business thoroughly before they undertake to burden themselves with other people's.

In the old days men of some trades did not have to sit up o' nights in order to learn all that was already known concerning their business. However, it was the men who did sit up o' nights who were the pioneers of the present glorious day of trade. Nowadays a man, in order to know his business well enough to successfully compete with those who do, has to allow the universe to slip a cog, if it feels like it, without devoting to it many hours of personal attention.

A few years ago the distributing business did not require a great deal of time and trouble on the part of its devotees. The patrons of the olden-time distributor appeared to be just as well pleased whether the advertising matter they gave into his care was distributed to people or to the winds and the seashore. The distributing business did not require as much study then as it does today on the part of those who profess to know something about it.

The distributor of twenty years ago would cut a very poor figure in comparison with the distributor of today. The reason is that the distributor of 1900 is a member of a business of which he has every reason to be proud. He is a member of a business which will be more and more appreciated as the years roll on and distributing becomes more and more an exact science. He has to meet with the tremendous competition which is a part of all businesses that are worth while in this hustling, crowding, bustling age. He has to meet with the competition, not only of other distributors, but of big daily newspapers and other means of publicity which are more extensively advertised than his own. To be successful he must think, and read, and figure, not about the situation of the foreigners in China—not about the situation of the Boers in the Transvaal, but of the situation of the distributing business in these United States of America, and the situation of himself in that business. Anything that helps him to think and cipher and consider along these lines is what he should be looking for. He has in his hands the power to wield a tremendous force in the warfare of advertising. He should let his voice be heard in the land. He should become the best distributor he knows how, and great will be his reward.

We have already mentioned the excellent trade papers devoted to the exploitation of modern methods of distribution. These periodicals are, for the most part, organs of some distributors' associations. These associations also have much to do in making modern methods of distributing the important forces they are today.

Another factor which we are modestly striving to introduce, in order to bring about that consummation devoutly to be wished, the universal recognition by advertisers of this great force, is the attention we are giving to the distributing business in this very department "Publicity and More Work."

Another aid appears upon the field, and that is the book just issued by Mr. W. H. Steinbrenner, of Cincinnati, O., entitled "The Successful Distributor." We believe that every up-to-date distributor, even if he does not belong to the particular Association of which Mr. Steinbrenner is a member, will procure this book, which is entirely non-partisan and

full of good, sound, success-bringing hints. The subject is treated in every detail. It is a *vade mecum* for the distributor. We do not know just what a *vade mecum* is, but we are sure that "The Successful Distributor" is one. One very apt chapter is that entitled "Fakers Looking for Suckers." Those fakers who are baiting their hooks for the distributors seem to have found it successful to advertise in the big daily papers.

From the chapter on advertising we quote as follows: "Profitable advertising is only accomplished by making your name in business so well known that when an advertiser thinks of placing work in your city, the first name that will suggest itself to him will be yours. When you have accomplished this, business will come your way. * * * There is still another means of advertising which costs you nothing. That is good, honest service," etc.

The latter clause is worthy of note in any business. Good advertising, without good work to back it, is of very little account in a business in which a man intends to stay for a lifetime. We have known dry goods firms who advertised largely and were very successful for a time, but great was the fall thereof. Their failures have been cited to show the uncertainty of advertising. These firms advertised good goods, and sold shoddy ones. There is a lesson in the failure of these dry goods houses which applies to any other business just as well, and it is probable, as Mr. Steinbrenner points out, that there are very few to whom it applies so thoroughly as the distributor.

Most of the distributors who amount to anything are members of some Association which guarantees their reliability. These also give every opportunity to advertisers to find out what distributors are doing with their advertising matter.

There are a great many little bits of proverbial philosophy scattered through the book, and one variation of the Golden Rule, which reads as follows: "If you can secure a good customer for any of the goods you advertise, do so, and send it to the house. Handle all matter entrusted to your care as though it belonged to you and on the sale of the goods depended your profit."

The author gives several sample advertisements and several pages of sample circulars, soliciting letters, etc., for advertising the distributing business.

The tremendous importance of system is realized to the utmost by distributors, who will, therefore, be pleased with the diagrams of "Plans for Working the City." There is also a list of advertisers who are likely to be interested in distributing.

The time has come when a second edition of the book will contain a far larger list of advertisers, including many who now pin their faith entirely upon the big daily papers.

The only fault that we have to find with the booklet is that the author seems to have little faith in his business as a means of livelihood for even the most capable of men. He says: "In the candid opinion of many who have been through the mill the same talent and energy required to make the distributing business successful would be better repaid in almost any other calling." This would likely have the effect of a saturated blanket upon the ambitions of a youth who was looking forward to becoming a successful distributor. Such remarks are made by men who have been successful in every profession. There is no profession or trade worth having in these days that does not require talent and energy to make it successful. There are more trained, vibrating, scintillating brains at work in this country today than there ever were before. They have got to be reckoned with, and the man with even a good quality of brain has got to use it, or else be a long way behind the band-wagon. As men who have made a long study of advertising conditions we believe that there is a future for the distributor. Twenty years ago the bar-room loafer who distributed handbills would have given it as his opinion, based upon experience, that there was no future for distributing, and yet see what a splendid advance has been made since intelligent, sober, resourceful, organized men have taken hold of the business.

The business has been systematized. That is the first step toward success. It is not so thoroughly systemized yet as it should be, but it is getting there, Elijah. What it chiefly needs now is recognition and the appreciation it deserves. People were a long time in getting that recognition and appreciation which they deserved until advertising

was invented, but in these days success comes on swift wings of the man who plays a refined but clear and pleasing solo on his own horn.

There are hundreds of business men in the United States who need the services of distributors, but they don't know that they need them. They should be educated. The idea that no one reads nice advertising matter was long ago exploded in the advertising press. The idea that nobody reads printed matter has been promulgated by a few of the least discerning of that class of papers, but it has been proved to be altogether erroneous, possibly even more so than the other idea.

Printed matter, to be read, must not be distributed in the gutters. Even a "middle-of-the-road" Populist does not care for literature that is found there. There is more printed matter being used now than in any two previous years. A great deal of it is being foolishly wasted. But a great deal more of it is being systematically distributed by means of professional distributors.

The advertisers of America are not slow. It has been pretty hard, even for a man who devoted all his time to advertising, to keep thoroughly in touch with every pulsation of the trade during the last few years, as it has been so largely dependent upon other trades—those of advertising, printing, etc., which have bestowed upon it their best thought and ability. The man who has something else to do must, necessarily, lag behind somewhat. Hence, the great need of advertising experts and advertising managers. But a man is certainly unworthy of the title of advertising expert or the position of advertising manager if he is not thoroughly acquainted with the work of the professional distributor and the great advertising possibilities connected with this work.

We trust that every distributor who reads Mr. Steinbrenner's book will become a "Successful Distributor" in the fullest sense of the word. He will certainly get started in that direction if he reads this pertinent little publication.

We wish, also, although the book was primarily intended for distributors, that advertisers would read it. There is no advertiser in the country who would not be benefited by so doing. It would teach them something about a business of which they really ought to know a good deal.

BOOKLETS FOR PRINTERS AND OTHERS.

Several requests have reached us from printers who wish to know our ideas concerning the best kind of booklet for them to use in advertising their business. This brings us at once to the consideration of what a booklet is—*i. e.*, its position as an advertising force.

If a man advertises on a fence or a hoarding, he would better be short and sweet. The man who is whisked in a trolley car past the hoarding has not time to read a long disquisition on the merits of somebody's soap or somebody else's pills. A sentence briefly visible should be briefly worded. A short, well-displayed sentence is what the advertiser needs to focus the passenger's rapidly changing line of vision. Possibly he has time for something a little longer in the daily newspaper he reads as he bolts his breakfast or rides down town.

A booklet, if properly distributed, reaches the readers for whom it is intended after the burden and heat of the day are over. At least, that is the time it is read. And that is the time when a visitor with something pleasant to say is most welcome to the man of business. The booklet is something like the visitor who drops in for a social chat when you are not busy, and, when he has made an impression, succeeds in making some request which you are in a mood to fill with satisfaction to yourself and to him. A visitor on such an occasion, if he is wise, does not overlook the wife and children of the house. They are factors of tremendous importance in any well-regulated household. If a booklet has something in it that will interest the woman of the house, its object should be, at least, half gained. If it has something that will attract the children, its influence in that household will not be lessened. Sam Slick's first aphorism was that "the way to the heart of a woman is through her child." The way to the pocket of a man is also through the woman of the house, or if she is prudent and he is wise, it is often well to let her hold the purse.

In a booklet the issuer is the only advertiser brought to the mind and attention of the reader. In a newspaper, in a programme, on a hoarding, the advertiser is one among

many advertisers. The reader's attention is exclusively yours while he reads your booklet. These are some of the advantages of this method of publicity. Other forms of publicity, doubtless, have some advantages over the booklet. Possibly these remarks may not apply with as much force to the booklet gotten up by the printer as the one gotten up by some other tradesman, but when one knows a booklet's place in the advertising field, he is likely to make one more intelligently. A booklet should attract the eye and the mind.

Dr. Johnson—not the originator of Johnson's Anodyne Liniment, but the eminent lexicographer of that name—was once told by a friend that if he were to write a book on the deluge he would make the little fishes speak like whales. A booklet has not room enough within itself to talk like an encyclopedia; it needs to be livelier than an unabridged dictionary. People do not use a dictionary unless they have strenuous occasion to. A booklet's mission is to make people read it, whether they care about reading it or not. It should be bright and conversational. It can say a good deal if it says it well, and brightly and attractively. As soon as it gets flinging "long-tailed words in -osity and -ism," it is decidedly getting too uninteresting. The mistake some booklets make is in getting too flippant and employing language too much like that of the daily newspapers in reporting a baseball game.

We have already compared the booklet to an evening visitor. We will now carry out the business idea of comparing it with the better class of salesmen—for there are two kinds of salesmen.

The salesman who knows his business pays attention to his personal appearance. He pleases at first sight; "first impressions count for much." He is a refined conversationalist; he is not rude or otherwise offensive. He realizes that the way to interest people is by taking an interest in what everybody is interested in. When he speaks of the weather he does so in no vulgar "Is it hot enough for you?" manner; he talks intelligently and interestingly. And when he talks business he appeals to human nature and common sense in a pleasing and convincing manner. People like such a salesman; they ask that he shall wait on them; the only trouble with him is that he is scarce.

The other kind of salesman is slovenly, egotistical, and does not care to please people; or he is so over-eager to sell goods that he offends the people who want to consider before they buy. He is sadly wanting in tact. He does not take the pains to inform himself thoroughly about the goods he wishes to sell; he lacks the intelligence and sympathy necessary to "put himself" in the buyer's place. His name is legion.

A good booklet, which may talk to hundreds of people where the clever salesman has time and opportunity to talk with but one, is an improved variety of the kind of salesman that interests, instructs and pleases, and by doing so sells goods and otherwise adds to the influence and prosperity of the firm for which he works. The booklet that contains matter of real interest and value is not carelessly thrown away like the newspaper when the next "extra" makes it ancient history. The information about one's goods that it is the prime object of the booklet to promulgate is in a form that the prospective patron can preserve, having it on hand in case he should wish to postpone consideration or purchase. It is as a standing advertisement that the booklet gets in its work.

Now, as to the printer's booklet. Any printer must realize the fact that there is no trade about which people appear to think they know more than printing, and yet there is none of the trades about which they are so ignorant. There are a great many trades about which the general public has considerable knowledge. The man who has spent his youth in the country is especially likely to know something about carpentry, blacksmithing and similar trades; the man who has spent all his life in the city is apt to have a pretty accurate knowledge of some of the trades which enter into his household economy. But printing is a subtle sort of trade of which much has been written and about which people have been given, by means of reviews, etc., that "little knowledge" which, as the late Alexander Pope so truly said, "is a dangerous thing."

The trade which owed its birth to Guttenberg, Coster or the Devil—according to which of the conflicting authorities

concerning its invention is correct—has always been more or less of a mystery to the general public. Every printer knows how hard it is to convince people that a limited edition of a job must necessarily cost more, in proportion, than a larger order. A great many printers say that they are absolutely compelled to do work for less than it costs them; in some cases, because they do not wish to lose a customer, and are unable to make the reasons of the cost clear to him. This subject has always been a matter of discussion in printers' journals—whether a man is justified in taking less than a job really costs. There are a good many clever arguments pro and con.

Now, it is extremely difficult for a printer to explain these matters in the rush and bustle of business hours to customers who are, like him, in a hurry, but he must often wish to go over the matter calmly and clearly with many of his customers. He has simply not had time or opportunity to converse with customers when they were in a reasonable mood. There are a great many things that a printer's booklet could say about the trade in an inoffensive, entertaining and instructive manner. The recipient of the booklet would, doubtless, feel grateful because it had added to his information concerning one of the trades connected in some way with his business, whereas the printer who tried to tell him in office hours that he knew absolutely nothing about printing would, probably, offend and exasperate him. A man is much more partial to having his mistakes pointed out by a book than he is by some other person. He never suspects that the book is laughing at him up its sleeve.

Of course, this is but one kind of booklet, but it seems to us that it is the most useful kind, either for the printing trade or for any other that is not properly understood by the public. There is another kind which has no serious purpose—or seems to have none. It gives one a very pleasant quarter of an hour and leaves an impression in the mind favorable to the advertiser and favorable to the thing advertised.

It would hardly seem necessary to say that the printer, of all men, should be careful about the typographical appearance of his booklet. It is a strange thing that many of the samples of printers' advertising that we have seen are very inferior to other jobs of work gotten up for other houses by the same printers. It is an old English proverb that "shoemaker's children are always the worst shod," but we do not believe that, even in the days when the English yeomanry bristled with proverbs, the shoemaker hung an inferior pair of boots outside his door. The old English artisans were good advertisers as far as they went, but they made the mistake of having their children go barefoot or ill-shod. A printer should certainly do as good a job of work for himself as he does for other people. He can impress upon his customers the advantage of having good printing; for the time has gone by when any old kind of printing was good enough. People are learning something about types and other details of the ad-smith's gentle art. There will always be more or less of a demand for poor printing work, but it will be from the people who are wont to "cut down" or "beat" the printer. The most of the people whose trade is worth having are beginning to appreciate the goodness of good printing.

"FROM EARLY MORN TO DEWY EVE."

7 A. M.—At this early hour last Sunday the Iconoclast was seated on a veranda of one of the summer resorts of the Catskills, making some notes and reading. He was addressed by a gentleman whose arms were full of newspapers, magazines and novels.

"You will spoil your eyes by reading in the sun," said the stranger to the Iconoclast.

"Is that your privilege alone, sir?"

"It is my privilege," he said. "I want to make people read, and to set a good example, I read also."

"Then, sir," said the Iconoclast, "I am working for you."

"How is that?"

"Since you want to make people read, I suppose you are a publisher or writer; I will show you how you can do it."

"Well, that is very good. I am interested. I publish a little weekly in a near-by town, and would like to know who you are and how you can help me."

"Do you read the NATIONAL PRINTER-JOURNALIST?"

"I see it sometimes; I am not a subscriber to it."

"The *Inland Printer*?"

"No. I saw a copy of it once. It has wonderful pictures and is a masterpiece of typographical art, but with my presses and my type I can derive very little benefit from it."

"*Printers' Ink*?"

"I am getting it occasionally by doing some business with Rowell. It is a good thing."

"Well, if you get some business from Rowell why don't you reciprocate and subscribe to his paper, and the more so because you could probably get it in exchange for advertising *Ripans Tabules*. Mr. Rowell is very liberal in his exchange propositions with local publishers."

"Well, I do not see the practical advantage of reading it, otherwise I should have subscribed to it long ago."

"Well, then, what are you reading, anyhow?"

"In the daytime I read my exchanges, proofsheets and my mail, and in the evenings I read novels, poetry, etc."

The *Iconoclast*, who had the last two numbers of the *PRINTER-JOURNALIST*, handed them to the stranger with the request that he should glance over the pages of the department, "*Publicity and More Work*," and pass judgment upon it.

7 P. M.—The *Iconoclast*: "You will spoil your eyes by reading in the twilight, sir."

"Not without purpose and benefit."

"How is that?"

"I read every word of the department, and now I will read those portions in which I am particularly interested a second time. They mean a great deal to me."

The *Iconoclast* discloses his identity as one of the conductors of the department and receives the most flattering compliments from the gentleman, who tells him that if the trade papers would follow the policy of this department, and instruct business men as to how to get more work, as well as how to do it better, there would probably be a great many more subscribers to such papers. If printers were told how to get more work instead of how to make pieces of composition which in ninety-nine cases out of a hundred their present facilities do not enable them to make, the trade papers would probably go straight to the hearts of the printers. The idea of "*More Work*" is certainly a very taking one.

"I find many things in your department from which I shall have immediate benefit. For instance, the editorial concerning house-organs, with which the July installment begins, has put some practical ideas into my mind. A New York physician has opened a fine sanitarium in my vicinity for people suffering from nervous prostration. I have done some favors for him, and he is anxious to reciprocate. He gave me some work—printed matter—which consisted mostly of accounts of cases he had cured. I do not feel like asking him to advertise in my paper, as my circulation is small and almost entirely local, and my readers, in this healthful district, are not sufferers from nervous prostration. But now I am going to propose to him to issue every month a little "house-organ" which I will illustrate with half-tone pictures of his institution and its delightful surroundings, and I feel sure that he will accept it. I shall also try to make arrangements with Mr. Weingart, who has a big school near by, with 102 pupils, to issue a monthly advertising his school. A friend of mine in a smaller community than this is making such a paper for a school which has less than thirty pupils, and cannot afford to give him much for it, but he has some advertising of other business men to make up his profit and I can get such advertisements myself. There is also a man who for forty years has had a mill and a sash and door factory in our place and who never spent a cent for advertising until, on account of a long talk I had with him, he was induced to advertise. He is now a firm believer in modern methods of publicity. I will certainly get a page of ads from him if I can arrange with the doctor. He has furnished him sashes and doors for the new sanitarium and is very well-to-do. If he will spend \$120 for twelve insertions of an ad he will not feel it at all, and it will be a great help to him and, I believe, a decided benefit."

"Do you find anything else of interest to you?" asked the *Iconoclast*.

"Yes, I do. In fact, almost everything in the department interests me now."

"I am particularly interested in what is said about

supplements. I like to give my readers as much as possible to read. As competition from New York papers is so great here, I cannot afford to fill my paper entirely with advertising, as my space is limited and I can not cater for the advertising of patent medicine firms because they pay so little and want so much space. I have something from Ayer and have lately got many inquiries for advertising space from Wanamaker's and Ehrich Bros.' department store in New York. I could not make a bargain for the same reason—that I have not the space."

"Now, if I could get up a supplement I could make my arrangements with Wanamaker, for instance, and would probably get his advertising printed in New York, where I get my outsides printed. I would have less pure reading matter and more advertising to my patent outsides had I a supplement. And I am sure that many other publishers, as well as myself, if a syndicate could be formed in any way to give us cheap supplements, would be helped, not only in getting more advertising, but also in collecting our subscriptions. Supplements should be made, I should think, which would interest women, and I find that when women are interested in local papers it is easier to collect subscriptions. Like every other country editor, I have a great deal of trouble with the delinquent subscriber, and although the Publishers' Collecting Agency of New York, to whom I recently sent a bunch of bills, has done very well for me—but here comes up a case which would interest your readers. The people from whom we collect money through the collecting agencies, which write them very severe letters, are practically lost to us for the future. Some we do not mind losing, but others we do, and if an agency or other means for personal collection could be established which would collect the arrears in subscriptions without offense, I am sure it would be of greater advantage than this way of collecting. I am sure there is a field for a collecting agency run on a little different line from those which now prevail. And I should be interested to know how other publishers feel about it."

"Did you find anything else in the department of particular interest? Have you any other suggestions to make?"

"Nearly all of your department is of great interest to me, and I shall certainly read it religiously hereafter."

"There is no gas company in my place. The hotels are using acetylene. But with ready-made ads as good as those appearing in your department for gas companies and for other branches of business, I should judge I could get some new trade, and I shall certainly try it. I once published a poem in my paper telling how a man who attempted to shave himself got his face cut. The point was that he should have been shaved by the barber. Our barber liked the idea and used the poem for his business card, which I printed. That card led to a 't' contract."

"There are so many suggestive things in '*Publicity and More Work*' that I can not number them all, and will have to digest them before I can tell you more. I very much liked the other parts of the *NATIONAL PRINTER-JOURNALIST* also. I found among the advertising announcements of articles which I can use and did not know about before. I shall certainly pay the \$2 per year, and expect that it will be the best investment that I ever made."

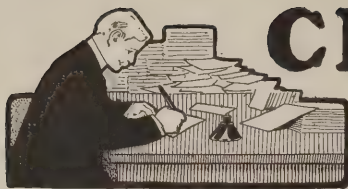
WE SHALL MISS THEM.

DENVER, COLO., June 26, 1900.

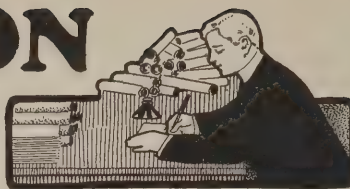
Mr. B. B. Herbert, *National Printer-Journalist*, Chicago.

MY DEAR HERBERT: The June *NATIONAL PRINTER-JOURNALIST* is just before me and in opening its pages I am reminded of three important facts: First, my delinquency on the subscription list, and you will find inclosed a slip of paper which, if you will make proper use of, which I have no doubt but that you will, will square my account and conscience on that score for a couple of years past and future, anyway. Then, again, I am reminded that I must have neglected when I shook the mud of Chicago off my feet and hied me and mine once more back to sunny Colorado, to notify you to change my address back to the old shop. But the saddest of all reminders is that Old Father Time is still swinging his remorseless scythe. Parrott—Lee—Gilmore! Who next? Never more shall we see their genial, smiling faces at our annual meetings. We shall miss them, and some time we, too, shall be missed. But we'll not dwell on that. Sincerely yours,

A. E. PIERCE.



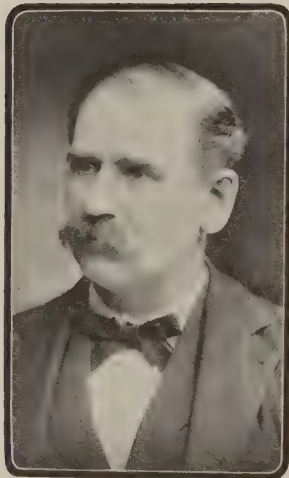
CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

Newspaper Circulation.

BY G. A. MONTGOMERY.*



G. A. MONTGOMERY,

Superintendent City Circulation,
Chicago Daily Tribune.

All classes of newspaper proprietors and circulators will find valuable suggestions in the following letter by Mr. Montgomery, read at the recent Convention of Circulation Managers:

There would seem to be three main channels through which circulation is handled—i. e.,

First, and by far the most valuable, is that handled through the carrier service.

Second, that through the newsdealer and newsstands, which is, in the main, satisfactory, but is too much open to competition in the way of having all papers laying on the newsstands exposed for sale, and liable, many times, to tempt the newspaper reader to change from one to the other as the fancy strikes him.

And last, the newsboy, or street sales, which I find are very fickle, changing from

time to time, especially with the weather or for any reason that may suggest itself to the boy, regardless of the wishes of the newspaper purchaser, and is not as readily controlled as are the other lines in case the newspaper has cause to wish to protect their interests in case of necessity.

In the case of carrier subscriptions, they are the standby of a newspaper, I find. Your paper going to the reader day in and day out, as is the case with *Tribune* readers for many, many years to a large number of their subscribers, the paper being read not by one, but by the whole family, makes it of great value, especially to the advertiser who wishes to reach that very class of people for their patronage.

While I do not think, especially with the present narrow margin there is in the price of newspapers, that it would be practical for the paper to take charge of the accounts of all its subscribers, and think the carrier should be entrusted with same; also do feel that at no time should there be any question of the newspaper being able to thoroughly control the whole, or any part of the circulation, if it finds it necessary to do so; the carrier simply being an agent, and in no sense having any ownership further than a working interest in the subscription list.

In my opinion too much cannot be done in the way of taking care of subscriptions when once obtained, and the subscribers should always feel that they are in close connection with the publisher. And any orders to be given pertaining to such subscriptions, or failure to properly handle same, to be referred to the main office and there adjusted by those in charge of circulation. This, I find, leads to great strength with newspapers readers, and holds circulation which cannot be dislodged, if properly attended to and the newspaper is satisfactory to the reader.

I think the newspaper should be as liberal as possible in commissions allowed to the trade, as I find that with better pay we are able to obtain better service. And while

I do not think it wise to give anybody exclusive control of certain districts, I do think it is well to furnish them with all the business that goes through the main office if properly attended to by them. And, further, to encourage them with all efforts possible from the newspaper in the way of building up circulation in the district, and entrust it to their care, while such attention is given, and in all cases making the carrier, dealer or boy feel that the office has an interest in what is being done by them in the line of newspaper delivery or sales.

As to the dealer, I think that any efforts put forward that will advertise both the newspaper and the dealer's business combined is good, and makes a friendly feeling that can not but help the newspaper sales on the whole, and further convinces the newsdealer of the interest taken in the promotion of his business in connection with this line of work.

As to the newsboy or street sales, I find that while a factor in newspaper circulation, it is by far the least valuable of the three lines I speak of. In so many cases your paper being simply glanced over while the patron is on the car, especially with the morning papers, and then thrown to one side and no further interest taken in the matter by the reader and of very little advantage, I would think, to the advertiser, from the fact that his advertisement, if noticed at all, had been done in such a hurried manner that very little interest was taken in same.

I think that all wholesale delivery to carriers, dealers and boys should be controlled by the publisher direct from the main office, and accounts kept by them so that at any and all times the business is thoroughly in the hands of the newspaper, and cannot be disturbed by any outside influences, if same should be tried. Further think that for the purpose of adjusting any mistakes made in the delivery, such matters should come direct to the circulation department to be properly handled and liberal treatment be accorded to the dealer in such adjustment, especially in case of papers being incomplete, where there are so many parts to handle as there are with our Sunday issues, even with the amount of filling it is possible to do at the main office.

As to canvassing, think this should be followed up thoroughly in all districts at least twice a year, as it is only in the line of what would seem to be the main efforts the one in charge of circulation should make; that is, first, to find out in every way possible who will take the paper you have to circulate; next, the very best manner for all interests concerned to get that paper to the subscriber.

As to premiums in connection with such canvassing work, would think that this should be governed by the conditions in the different parts of the city, or in connection with any changes that might come up from time to time, as to price of paper, etc.; by that I mean that in a certain section of the city, for instance, where there are not any too many readers of any kind, it might be to the advantage of the paper to offer something in the way of a side line, as, for instance, some good work of an educational nature at a very reasonable price, to induce people to become readers of your paper. Or, a change in the price of the paper, and a desire to bring that fact very strongly before the people, might call for certain efforts of this kind which would not otherwise be needed in a regular newspaper canvass.

With the morning paper the matter of time is a very essential feature, as I find you can make the very best newspaper possible in the way of news, and if not able to

*Read at the Convention of Circulation Managers, New York.

furnish it to your patrons in time, the efforts are largely wasted, especially in the districts populated by the working people; it forces them to become evening newspaper readers instead of taking the morning, as they otherwise would if paper was delivered in time to read it before they went to work in the morning.

Of course, there are times once in a great while, as I have in mind just at this moment (the great Dewey scoop of the *Tribune*, May, 1898), when even if there is a good deal of delay, it is wise, I think, to try to furnish all the readers of your paper with news of such a great event as that. But in fact all news matters, to be properly handled, from the delivery standpoint, should be brought very closely in touch with those who have charge of circulation, especially when they are in the field in the early morning hours, as the time to do something is then and does not wait, but must be taken advantage of when passing, to best support the efforts that have been made by those who make the newspaper—and especially the news part of it—for the benefit of the newspaper and its readers.

As to the manner of payment and delivery of papers, the rule at this office is that all papers ordered by the trade are to be paid for in advance of delivery, no return privilege being given. While I think returns, to a limited extent and rightly governed, would be of advantage to the newspaper and its patrons, I also think it should be very, very carefully governed to avoid abuse that is more than likely to come up from such allowances being made.

In the delivery the city is first divided into sections, each side of the city being given as a certain section, and known by a letter, then subdivided into wagon routes—an exclusive system of our own as far as morning delivery is concerned—there being thirty-four of these different routes, with some twenty extra ones on Sunday, supplying some 150 carriers, and in the neighborhood of 4,000 dealers and boys throughout the entire city; their orders, in all cases, being handled directly from this office, and the amount due for papers from day to day being charged up against advance moneys paid by the carrier, dealer or boy to us for same.

As to single subscription delivery those are handled by our carriers in connection with the delivery of other morning papers. I do not think but what it can be done properly and in a satisfactory manner to the newspaper, if proper supervision of the work is given by the circulation department. And the carrier, if he treats all interests rightly, can secure a much better paying business by such an arrangement, and makes the business of the delivery of newspapers of such value that routes change hands from time to time—a deal entirely between the outgoing and incoming carrier, as far as price paid for same is concerned (this office only insisting on a good delivery service being given), the carrier getting in some cases several thousand dollars for his working right in the delivery; of course, under such conditions, it puts the business on a very substantial basis, and one that will not be easily forfeited by a sensible person.

These 150 routes are known by numbers and in all cases have the boundary lines clearly drawn and are registered and mapped out in this office and cover the entire city carrier district.

HALFTONES HAVE WORKED A REVOLUTION.

The New Orleans *Picayune*, one of the largest and most successful dailies in the country, recently contained the following with regard to important changes wrought by the perfection of halftones:

"The increasing popularity of the halftone portrait for newspaper purposes has thrown a small army of artists out of employment in the North," said a New York journalist, who was in the city this week. "Formerly when an artist applied for a job one of the first questions asked him was, 'How are you on portraits?' And if he was moderately skillful in that direction it covered a multitude of sins. Nowadays the portrait specialist is at a discount, and the pen and ink artists have themselves largely to blame. Many of them became so slipshod in their work that a newspaper 'likeness' got to be a good joke. There was a current story of a fugitive murderer who was caught by a mob of lynchers somewhere in Iowa. 'How did you know me?' demanded the prisoner. 'We recognized you by

your picture in the papers,' replied the ringleader. 'Do I really look like that?' 'Yes.' 'Then hang me.' The anecdote hits off the situation pretty well, and the reaction in favor of the halftone was the natural result. The truth is that a newspaper illustration is settling down to a basis of sound, common sense. Photographs are now used wherever possible, especially for portraits, because they give the reader a distinct idea of the real thing, instead of the artist's idea, expressed through a more or less imperfect medium. At the same time the really capable pen and ink man finds an abundant field for usefulness in cartoons, character studies and a hundred and one artistic effects out of reach of the camera. A judicious combination of the two methods secures the best results, but the passing of the catch-as-catch-can black and white portrait carpenter is certainly a matter for congratulation. He has held the concave mirror up to nature entirely too long."

OF THE SAME BLOOD.

Last month we gave an account of the reception of the Western Canadian Press Association in Chicago. The members were treated to like receptions all along the line of travel from Winnipeg to Montreal and back. In St. Paul, Minn., a banquet was given to the touring editors, over which H. C. Hall presided as toastmaster. In his remarks Mr. Hall said:

"When Canadian troops made their magnificent charge at Paardeburg, we Americans were not one whit less proud than you to know that the heroic work was accomplished by American born and American bred. Every achievement of your Canadian troops in the field has been applauded by us with not less enthusiasm than that which you accorded our troops in the recent conflicts with Spain and in the Philippines. We honor American soldiers, be they from these United States or from that great country lying north of the boundary line."

The expression was received with cheers and the visitors rose to their feet and in the echo of the strains of "God Save the Queen," sang the national anthem, "America."

In responding to the many expressions of brotherhood and good will, G. D. Wilson, President of the Western Canadian Press Association, said:

"The thanks which I can convey for these expressions from you and for the hearts and whole-souled generosity of the entertainment which you have afforded us will be at best inadequate. In behalf of my fellow members of the Association, and in behalf of the Canadian press, I wish to say only this, that you have done for us what our most pleasurable hopes had not anticipated."

"Since reference has been made to Canadian troops in Africa, I will not be speaking out of tune when I say that we are proud of our soldiers, as we were of yours during their glorious achievements of your recent war. During the conflict in Cuba we always expressed the heartiest enthusiasm for the victories of the United States. Your bravery was dear to us, for your soldiers were of the same blood, American, as ours. We stood heart to heart and shoulder to shoulder with you in your conflict and it is a matter of gratification to us now that, though the citizens of the United States are not entirely of one mind concerning the justice of the conflict, they are united in their enthusiasm over the achievements of those Americans who went to the front from a place just a little way north of your boundaries. Our sentiments toward you are those of blood brotherhood and the flags of our two great nations, through our common ground of fellowship, stand as you see them this evening, on the same footing, the one supporting the other and intertwined."

NEW FEATURES GIVE ADDITIONAL STRENGTH.

HOPKINSVILLE, Ky., June 20, 1900.

BROTHER HERBERT: I take a great interest in the NATIONAL PRINTER-JOURNALIST and have read every issue since it first started. Age has improved it and the new features, I am sure, will add additional strength.

Wishing you every success, I am yours sincerely,

W. A. WILGUS.



Business Methods in a Job Office.

By FRANK ARMSTRONG.



ONE of the first essentials to the proper conduct of a job office, it seems to me, is a realization of the fact that trade isn't worth having if it isn't worth going after, and that the known poor is more salable than the unknown good. "Business methods" implies that you are to get business, and in order to get business you must let the merits of your product be known.

A poor printer is frequently a pretty good hustler, which makes it possible for a number of offices over the country to earn a fair return for their owners without turning out a really first-class job. On the other hand, some of the best printers—that is, men who can do excellent work—have very little trade because they are unable to get their wares before the public.

It is the getting of business—the actual landing of orders at a remunerative price—that calls for the greatest thought and study on the part of the present-day printing-house proprietor. That such a result is possible is proven by the success of the men who are accomplishing it. Good workmen can be hired by the week; they are being trained in offices all over the country, and may be secured by the payment of a satisfactory wage. That requires little business method, though the employment of competent labor is an important factor in building a reputation for high-grade work. It is the proper handling of the customer that keeps you awake nights and requires a bicycle to shorten time during the day.

One of the besetting ills of the trade is the fact that a large proportion of employers have come into the business office directly from the press or the case, without special training in business methods or management, such training as they received in the mechanical departments unfitting them for the business end. They have seen, for instance, work turned out for which \$10 was charged, on which their time amounted to less than half the amount, and assume that they will be able, as proprietors, to pocket most of the difference. They seldom figure on dull times, accidents, or other setbacks; estimate the running time of a press, ten hours a day, as 10,000 to 15,000 impressions, expect to make that "every-day run," and forget to charge anything for days when they don't run; and so on through the list.

They forget that as journeymen they charged the house for "standing time" when copy was not furnished, and do not figure out where their "standing-time" money is coming from as proprietors.

The first step in applying business methods to a job office lies in determining exactly what it costs to produce work: For instance, how much a day it costs to run each press in the office; how much a day for the composing-room, the business-office, etc. No matter whether these are all housed in one room or not, they should be figured separately. And if the proprietor works in the mechanical departments, he should have a proportion of salary and profit on each job as manager besides a salary for his time as printer, because if he does not, manifestly he will get nothing for managing his business and had better earn his salary in some other shop, without risking his money in business.

When a printer goes into business for himself his first duty is to remember that now he is a man whose business is to sell printing at a profit. And his duty the remainder of his business life is to never forget this fact. Selling printing without a profit is not conducting the business along business lines. No merchant or manufacturer thinks

of selling his wares without a profit; neither does he figure any portion of his receipts "profit" until after he has received a salary for his own time and labor. A great many printers forget that they should get a salary from their business, but figure everything as profit after the expense account has been settled.

Getting business at a profitable figure requires ability to handle men—to lead them in the direction of your interests. It requires the qualities of a salesman: the ability to make the customer believe the truism that it pays to buy the best, even though it costs more than something else offered. There is little profit in the "cheap" work—the work that is hawked from Chicago to Kalamazoo for figures when the total cost of the work would hardly equal the express charges. It is generally as profitable and much easier to advise this class of trade to go right on to Kalamazoo at the beginning.

Go after the good trade, use pains in taking the orders to be certain you understand just what is wanted, send out good clean proofs, and do not promise work sooner than it can be delivered. This point should always be watched and the proprietor or officeman should keep well informed as to the condition of work in the office, so that he can gauge accurately the time consumed and to be consumed.

In making estimates, the depreciation that is constantly going on, as well as interest on the original investment, must not be forgotten. In the pressroom, good authorities place depreciation at 8 per cent and interest at 6 per cent; while in the composing-room they run 15 and 6 per cent. In other words, the printer must get 14 per cent on his machinery and 21 per cent on his type to come out even. He must also remember that general expenses usually equal the journeyman's wages, so that if wages are 25 cents an hour, he may safely add 25 cents for general expenses and 25 cents for interest, depreciation and profit, or 75 cents in all. A cylinder press is also certainly worth over a dollar an hour and a quarter or half medium jobber over 75 cents. You will be strengthened in making estimates if time is kept on all jobs, so that they may be checked over afterwards and the exact cost determined, showing how the estimate corresponds with results.

I do not believe in giving customers the details of an estimate, or making figures—in a general way, at least—on doing the composition and presswork, allowing them to furnish the stock. They only make this request nine times out of ten in an effort to cut the printer out of any profit on the paper. If such quotations are given, an advance on the market price of the stock sufficient to cover handling and a profit should be charged.

I do not believe in "swap" propositions or work for programme or other fakers. The printer nearly always gets beaten on the game. Bicycles, baby carriages, blooded dogs and all such things have value, but they are a menace to success in business when they are allowed to take the place of cash in settlement of bills.

This is the age of the specialist and the advertiser. The printer should be a specialist—an advertising specialist. He is richer in opportunity than any other advertiser in the world. He can make his presses draw him trade. He can make every drop of ink and every sheet of paper spread his name, till, as Bill Nye expressed it, "they're glad that he has came."

A large portion, if not all, of a printer's revenues are derived from work which is purchased by the public with the expectation that it will have advertising value. If

the printer is not an advertiser, does not study advertising as a science and a fine art, there is less chance of his making this work for customers profitable. And if they find their money is being unprofitably spent they are pretty certain to cut the printing bill, which means less profit for the printer.

The printer who can not offer helpful suggestions and assist in or take entire charge of the preparation of copy, if need be, has no business being in business. A separate charge should of right be made for this work, because the customer may get a price from some cheaper man after he gets your copy, and then you are out your labor. While this is not an average case, it is well to protect one's self from loss. If you advertise to do this work free, don't attempt to figure it into the printing bill, but sit up nights and do it, charging it up to the account of work done for the love of the art. The first essential of good advertising is truthfulness. Exaggerations are sometimes permissible, but seldom effective.

I remember that some months ago a firm of this city put out a slip stating with all the emphasis that several colors of ink could give it that "if you let us get you up some work you will have to lock the doors to keep the customers out." Still, I know a man who let them get up some work for him, and was greatly disappointed with the result. Which made him cast reflections on the truth and veracity of the printer.

Advertising should be natural, in addition to being truthful. A girl does not enjoy reading a loveletter that sounds so fine she knows her beau didn't write it unassisted. A customer does not enjoy reading advertising that makes claims he knows you can not substantiate. Say in your advertising just what you would say if you were talking to him face to face. Tell the facts about your business. Tell your customer wherein you can give the best service, or the best price, or call attention to any other point you wish to push. Take up one thing at a time. It is easy to push one point. Pushing many points at once is like a harrow that scratches over the ground but does not penetrate. Send out your matter regularly, every month or oftener. It will lessen the time spent in soliciting, and you may not have to solicit personally at all; depends largely on how good the advertising is.

Then do everything you say you will do. Give a customer exactly the stock you promise; deliver the job exactly when you agree to; see that the presswork is clean and sharp; that the type style is up-to-date, attractive; that in all features the work is such that you would be willing yourself to pay for it the price charged.

An attractive line of samples of your own work, as well as work of other good printers East and West, is a great help in taking orders. But it is essential that these samples should be well arranged, so that you will not be showing everything you have in the house when you are taking an order for an envelope or card. Much time is lost, and occasionally a sale may be lost, through showing the customer too large a line of samples, making him uncertain about what he wants, with the result that he finally concludes to wait a day or two, generally meaning that he will call around and see your most enterprising competitor. It may be all right for a lawyer to display his knowledge of law before a jury; but it is poor policy for a printer to display all his samples before a customer—he generally has too many.

Another essential to success and good management, which should not be overlooked, is the discounting of bills. On paper you can usually get 3 per cent and on type 5 per cent, or 36 and 60 per cent a year respectively—figures which should require no argument.

It pays to belong to the local organization of businessmen, where you will be able to meet on terms of social equality the men with whom you are to continually transact business. Such membership is one form of advertising that usually brings good returns. Sometimes by this means you are able to secure a large line of work for conventions and similar public affairs without figuring the price at all.

And so I might go on and enumerate various lines of effort that are suggested by the subject in hand. But I think the whole matter is admirably summed up by Mr. Nathan, of the Lotus Press, in a single sentence which I leave with you: "Get a good price and then get the money."

STRIKE THEORIES, INCIDENTS, AND TALKS.



RESIDENT J. H. BOWMAN, of the International Pressmen's and Assistants' Union, in his annual report at the convention in Milwaukee, advised against strikes. It was wise advice. Mr. Bowman says that "justice and common sense would rule where might and numbers never would." In which he is right again.

In talking with a United States Senator in Philadelphia during the Republican convention the terrible wrongs done to liberty and to all workers and the shame recently brought on St. Louis, the state of Missouri and the whole nation, as well as on humanity and civilization, by the acts of violence and attacks on innocent women, came up as subjects of remark. "Yet," said the Senator, "the boys have a right to strike." "Yes," was the reply, "if they strike no one but themselves." "Yes, of course," was the response. But was there ever a strike that struck, injured or did injustice only to the strikers? Supposing that our United States Senator, who is an able lawyer, had for years conducted the law business of a certain client and knew just what was to be done, but suddenly, on complaint of some member of the bar association to which he belonged, he was ordered to drop all his client's business immediately, without regard to his own or his client's rights or interests, would he not do an injustice both to himself and to his client by obeying the order, by striking?

While in New York a few weeks since, in conversation with a gentleman who had rebuilt or remodeled a large building, he stated the following facts, which by no means form an exceptional case: He had to employ in the different branches of the work over two hundred men, to whom he was paying every night, in the aggregate, about \$1,000. The second day, business agents came around, demanding under the laws of the state the opportunity to interview his workmen. The employer asked for what purpose, and intimated that he had neither children, idiots or imbeciles in his employ, and asked if the men were not capable of taking care of themselves. The answer was that as representatives of the union they had a right to see that the men were not imposed upon. The right to proceed was conceded. A conversation by one of these walking delegates with one of the men was overheard and ran about as follows:

Michael Cavanaugh, Business Agent—"Sure, and how are ye and wat is yer name?"

Workman—"Barney Igo."

M. C., B. A.—"Is it afther belonging to the union, ye are?"

Workman—"Sure."

M. C., B. A.—"Show yer card."

Workman—"Here it is, sure."

M. C., B. A.—"Ye are all right, Barney. Only ye's working too d—d hard. Ye hev a good job and ought to make it last a year."

In the course of this enlightened examination in the interests (?) of the workingmen, one man was found who exercised the right of every American to tell the paid intermeddler, in reply to his questions, that it was none of his business. Complaint was made to the employer, who investigated and found that the man was a carpenter living in Brooklyn, who had been sick and out of work and whose family had been on the point of starvation. The fee required to join the union was \$10; he had managed to raise and pay \$6, but could pay no more until he could procure food to stave off starvation. Under the circumstances the employer would not be a party to such tyranny and brutality that might result in starvation and death to an innocent mother and children. The men struck, and after losing some \$5,000 or \$6,000 wages came back. But the six-tenths or two-thirds union man was still employed, and a second strike was ordered. The employer was in a hurry, and, at the request of the laborer, advanced the \$4 so that the work could go on. Now in this, as in hundreds of other cases, ignorant, brutal, inconsiderate loafers made all the trouble, to show their authority and brutality. But this was not the end. The employer had naturally come to distrust the men and hired a foreman from Boston, whom he knew to

be reliable. Soon he was waited on by the walking delegates and was informed that they had just as good foremen in New York as could be obtained in Boston. When asked what they proposed to do if the foreman was retained, the answer was prompt, "Order a strike."

The reply was, "Strike now, then." The men were called out by their mean, tyrannical, inconsiderate masters, and were paid off. Many left with tears in their eyes and asked if they could not be lodged in the building, and they would work in spite of the strike order, but their employer had secured all the experience he wanted and replied, "No. You are slaves. Obey your masters." Workmen were secured from different parts of New England and the work went on. When marble arrived to go into the structure the draymen hauled it to the building, but the union pickets took the horses by the bits and led them away, hauling the marble back to the wharf. A posse of police were obtained and the marble again brought back, unloaded and used. Now here was a gentle strike, in which no one was waylaid, assailed, knocked down with brick-bats, gas pipes or clubs, as is rulable in Chicago; no women were assaulted or stripped naked in the streets, as in the St. Louis street car strike; no property was burned or destroyed, yet every principle of liberty, of the rights of labor and of property was violated. The employer suffered loss, but his loss was but a trifle compared to the loss inflicted by the ignorant, tyrannical union bosses on the laborers, the men who in America ought to have been free, independent wage earners. Yet this is degraded unionism, a delusion, which professedly intelligent Christian men encourage; a slavery which office-seekers foster in order to secure votes for their party and the party candidates, who seem to count the sacrifice of the liberty of the people not too small a price to pay for office. Ideas of class are fostered, and those who work for wages are taught hate and distrust by hypocritical protestations of loyalty to the "laboring class." One man stands up in Congress and declares that "I cannot forget that my father was one of the common people," as though he had, through a little more wealth, learning, sophistry and office-holding, become infused with "princely" blood and had become of different nature from the father who begat him and the mother who bore him. These forget the teachings of the old Bible that "God made of one blood all the nations of the earth"; forget the lessons learned at their mothers' knees of the "fatherhood of God and the brotherhood of man," not the brotherhood of selfish unions; forget the lessons of history that the artificial separation of men into classes and making one group of men to hate and be suspicious of others leads to mob violence, bloodshed, the overthrow of government, the murder of those holding large possessions or responsible positions; forget the Declaration of Independence, that proclaims "all men are born free and equal, with certain inalienable rights, such as life, liberty and the pursuit of happiness." There are men who, if they cannot rule otherwise, prefer to take the risk of bringing ruin; who, if they cannot rule in a heaven of equal rights, are willing to chance the creation of a hell on earth, with hope of ruling there, or, if disappointed in this, where they can gloat over the placing of the base and unworthy above honorable men who stood in their way as real or imaginary rivals. This paper has ever favored organization for mutual benefit and improvement, for the advancing all men, but can never be reconciled to a theory or a system that seeks to usurp government, to brand as "rats and scabs" those who do not wish to join an organization, preferring to control their own work; a system that seeks to destroy property by strikes and boycotts, to rule others by violence, intimidation and slander. We are glad that at least one leader in a union has learned that common sense and justice are more powerful weapons than a selfish fanaticism and violence, and has the bravery to so assert publicly.

Another instance comes to hand as we write. It seems that the duly appointed committee of Canton (Ill.) Typographical Union, No. 342, entered into a contract in writing with C. E. Snively, of the *Daily Register*, agreeing to a scale of wages that was all right and satisfactory. However, President Donnelly, who got his office on a statement of his creed that treated all employers as enemies and that gave the weapons of warfare to be used against these enemies as the label, strikes and boycotts, instructed "Organizer" Palmer to proceed to Canton as his proxy and endeavor to bring about an amicable adjustment of the dis-

pute. Mr. Snively, finding that the agreement was not to be lived up to and that under the influence of intermeddlers a strike was likely to be ordered, through which his workmen would be driven from their positions and his business be injured, asked and was granted an order restraining these intermeddlers from carrying out their threats to the injury of his employees and himself. The order was directed against Organizer Palmer and the officers of the union, prohibiting them "from interfering with or attempting to interfere with the business of Clarence E. Snively, orator in said bill—that is to say, the business of issuing the *Canton Daily Register* and the *Canton Weekly Register* and its publication and circulation; that you and each of you be prohibited and prevented from declaring a strike or boycott against the said Clarence E. Snively, his said printing office or either of the said papers, or from placing the said Clarence E. Snively, his said printing office or either of his said papers upon the unfair list; that you and each of you are likewise enjoined and prohibited from interfering with the said Clarence E. Snively, his workmen and employees, and from coercing, intimidating or otherwise interfering with them in their employment with said orator, or from denominating them, or any of them, scabs or rats, or from blacklisting them, or in any way whatsoever attempting to cause said workmen to cease the employ of the said Clarence E. Snively by threats, compulsion, intimidation or in any other way whatsoever."

The *Typographical Journal*, of Indianapolis, the official paper of the International Typographical Union, in commenting on this order, prints the following transparent lie:

"The editor of the *Journal*, in common with labor unionists generally, has the most profound respect for the majesty of the law (shown by sluggings, assaults, assassinations and open murders in Chicago, assaulting and stripping women naked on the streets in St. Louis), and has no desire at this time to unduly criticize the conclusions of the honorable court of the city of Canton. Stripped of its legal verbiage, however, the courtly mandate was evidently intended to restrain members of our union from ceasing work in an office which refused to pay the union scale of wages. It also expressly forbade the declaring of a strike. In this connection it must be remembered that the *Register* employees were members of the union, entitled to a vote on this question, and that a strike could only be declared by a three-fourths vote of members present at a meeting of the local union called for that purpose.

"The order of the honorable city court of Canton is in remarkable contrast to the decisions handed down by the highest courts of the land on similar questions."

Now, it is very evident that the editor of the *Typographical Journal* considers his readers willing dupes to any statement that he may make. Had "the *Register* employees" been all the members that there were in the union there might have been a shadow of plausibility in his statement, but with three-fourths of the members of the union employees of rival establishments, and having it in their power to injure the business of a competitor of their employers, the mendacity, sophistry and unfairness of this editor, pretending to speak for justice and humanity, are apparent. A man who will threaten to use his power to the injury of a firm who seeks to collect an honest personal debt would be none too good to use his power to stir up strife and injure a man's business for pay. The only comment made by Mr. C. E. Snively in his paper, after publishing in full the contract that was entered into and duly signed, is as follows: "The proprietor of the *Register* holds that the contract is morally binding. Legally, the Canton Typographical Union is a totally irresponsible organization and can carry out its contracts or not, just as the whims of its members may dictate. C. E. Snively is responsible for his contracts. In the light of the events of the past few days an intelligent public can draw its own conclusions. Comment at this time is unnecessary, but may become essential."

The editor of the *Typographical Journal* falsifies when he says that the "courtly mandate was evidently intended to restrain members of our union from ceasing work," etc. There is not a hint of that kind in this order, but only restrains outsiders from interfering with those who wish to work. It is time that the question be settled whether or not a disorganized mob or body of men, with no corporate existence, with no legal standing and beyond being reached

by the courts in suits for damages for injuries inflicted on other people through caprice, hate, suspicion and greed for gain can set up a government in defiance of law, in opposition to municipal, state or national regulation or enactments and the declared principles of free government, and enforce their decrees without interference or being in any way called to account. If there can be no relief in the courts, then those who believe in personal rights and personal liberty will be compelled to resort to the weapon of the unorganized mob and meet strikes with lockouts, boycotts with blacklists and violence with violence. Society must, under such conditions, be reduced to anarchy, and the man who can shoot the quickest or hit the hardest, who can exercise the greatest strategy in deceit, in laying in wait and pouncing upon his unsuspecting antagonist, assassinating and murdering, must be the victor and ruler.

Anyone who knows anything about unionism knows that the idea is to expel, drive from work and if possible starve, if not assault and assassinate, those members who refuse to obey strike orders, and, as far as possible, to ruin the business and good name of those who undertake to give them employment. It was protection from such threatened outrages that Mr. Snively asked and received the restraining order of the court. Some modern demagogues who respect neither man, God nor devil, so that only they get into office, would cry out against this decree as government by injunction, and would say that a man must wait until his men have been assaulted or murdered, his business wrecked and his good name maligned before calling in the aid of the courts. We do not so understand the laws nor the theories and objects of government. Government seeks the protection of the rights of the citizen, the keeping the peace and securing order; the prevention of injury and crimes rather than the revenging of wrongs or punishing of criminals. Punishment of malefactors does not restore property or a good name, does not heal wounds nor bring the murdered man to life. The man who threatens wrong, violence and injustice has ever been subject to restraint by the courts, and the man who objects to the exercise through the courts of this long established function of government is either a knave who smarts under the restraint that keeps him from crime or vengeance, a driveling demagogue who seeks through canting protestations and hypocritical sympathy to curry favor with the evil-minded, with the unreasoning mob, or else he is a sentimental fool, who would run miles to carry flowers to a felon or murderer in his cell while his own family suffered for bread.

PRESIDENT OF THE NEW YORK PRESS ASSOCIATION.

The newly elected president of the New York Press Association was born in Fultonville, N. Y. He attended school in Johnston and Albany and graduated from Union College in 1872. He is a member of Alpha Delta Phi and Phi Beta Kappa societies. In 1873, after spending a year in the business office of John H. Starin, in New York, he bought the *Amsterdam Democrat*, then a weekly. In 1879 he started the daily. In 1893 he consolidated the *Evening Recorder* with the *Daily Democrat*. He is a member of the Knights of Pythias and Elks, the Fort Johnson Club and the Antlers, trustee of the Second Presbyterian Church, Amsterdam Library Association and Amsterdam Savings Bank. He was President of the Republican Editorial Association of the State of New York in 1899, delegate to the National Editorial Conventions in 1898 and 1899. He is the father of four children—three daughters and a son.

On being introduced as the President-elect of the New York Press Association he said:

MR. PRESIDENT AND MEMBERS OF THE CONVENTION: I thank you sincerely for this evidence of your confidence and esteem. To be chosen President of this Association is an honor of which any one may well be proud. Abnormally enterprising journalists, now and then, enable a man to read his own obituary. If I should ever be permitted to indulge in this rare privilege, the sentence that I would roll as an especially sweet morsel under my tongue would be the one reading somewhat after this fashion: "When the throbbing twentieth century was ushered in he occupied the honorable and exalted position of President of the venerable and justly celebrated New York Press Association."

But, my friends, I fear you will find me poorly equipped to serve as your presiding officer. The mantle so gracefully worn by President Griswold and a long line of distinguished predecessors may not fit my shoulders. Let me assure you, however, that it will be my earnest endeavor to do all in my power to advance the best interests of the Association whose welfare we all have at heart.

It may surprise you somewhat to be informed that I am one of the veterans of this organization. When I joined its ranks many years ago some of you had not yet seen the light. You, Mr. President, had hardly thought of such a thing as turning your hand to the art preservative. Brother Bunnell, who was Secretary then, as he is now and probably will be for a century to come, was a fair-haired youngster with the same genial smile and fetching ways that illuminate and adorn his *fin de siècle* deportment and captivate the ladies, world without end.

After attending a few meetings in that ante-diluvian period, I dropped out several years in order to be present at the commencements of my old college, which usually occur at the same time as our conventions. Indeed, this



W. J. KLINE,
President of the New York Press Association.

very week I am neglecting my alma mater and foregoing the privilege of listening to the Chancellor's address by our brother editor, Whitelaw Reid, in order to share in the instruction, the sociability, the grand good fellowship that always characterize our reunions. To tell the truth, there are no meetings that I enjoy more than these annual gatherings. They have given me some of my best friends. And after all, ladies and gentlemen, brothers and sisters, after all said and done, when the silver threads begin to appear among our golden or otherwise locks—as well, indeed, as at earlier and later periods in life—what is there that gives greater or more lasting pleasure than the cultivation of friendship—

"Peculiar boon of heaven,
To men and angels only given,
To all the lower world denied."

Thanking you again for the honor you do me, let me express the earnest hope that we may all meet again next year and for many years to follow.



WHAT'S YOUR DOOR KNOB MADE OF?

You pride yourself on your keenness of observation; but do you know the material of the door knob you have turned so often? You are sure it is not made of glass; but is it a mineral knob, or one of brass or bronze? The door knob has made no impression on you; you have never really seen it.—*Boston Journal*.

Is there in this a suggestion as to the too frequent inaccuracy of news reports?

MANY SOURCES OF SUCCESS.

A correspondent, in comparing two men, closes by saying: "So much for two conspicuous figures in the House, one a Union soldier and the other a Confederate; one brilliant and accomplished and the other patient, plodding, and painstaking, yet both of great value to the nation. Years may come and years may go before the legislative soil develops products more succulent and entertaining."

KNOWING AND STICKING TO IT.

Henry Ward Beecher used to tell this story of the way in which his teacher of mathematics taught him to depend upon himself, says the Burlington *Hawkeye*:

"I was sent to the blackboard, and went, uncertain, full of whimpering.

"That lesson must be learned," said my teacher, in a very quiet tone, but with terrible intensity. All explanations and excuses he stamped under foot with utter scornfulness. 'I want that problem; I don't want any reasons why you haven't it,' he would say.

"I did study two hours."

"That's nothing to me; I want the lesson. You need not study it at all, or you may study it ten hours, just to suit yourself. I want the lesson."

"It was tough for a green boy, but it seasoned me. In less than a month I had the most intense sense of intellectual independence and courage to defend my recitations. 'One day his cold, calm voice fell upon me in the midst of a demonstration: 'No!'

"I hesitated and then went back to the beginning, and on reaching the same point again 'No!' uttered in a tone of conviction, barred my progress.

"The next!" and I sat down in red confusion.

"He, too, was stopped with 'No!' but went right on, finished, and as he sat down was rewarded with 'Very well.'"

"Why," whimpered I, 'I recited it just as he did and you said 'No!'

"Why didn't you say 'Yes' and stick to it? It is not enough to know your lesson; you must know that you know it. You have learned nothing till you are sure. If all the world says "No!" your business is to say "Yes," and prove it."

GOOD NATURED WHACKING BACK.

Never was this talent better illustrated than at the sixteenth annual dinner of the Clover Club, in Philadelphia, ex-Governor Bunn, of Idaho, presiding. The club has a national reputation for intellectual deviltry. The most renowned statesmen and the wittiest litterateurs have wilted like cut flowers in the rays of a hot sun under a shower of caustic remarks and interjections. Grosvenor was called upon for a few remarks. He was the perfection of neatness as he arose, cigar in hand. He gazed over the tables, moved his winglasses aside, and was about to orate when a well-dressed gentleman twenty feet away arose and majestically moved to adjourn. There was a

flow of laughter. It increased in volume when a second Chesterfield arose, saying in a grave voice: "I move to supplement that motion by sending for a barber." Grosvenor threw back his snowy hair and stroked his thick, white beard until the uproar subsided. Then turning to ex-Governor Bunn he replied: "Mr. Chairman, I wish to call attention to and emphasize the fact that the gentleman who desires to send for a barber is bald-headed and the one who wants to adjourn is in no condition for an adjournment. He may go under the table, but not home."

After Grosvenor had made five palpable hits the badinage ceased. They dropped him like a hot potato. Then the General wound up in a brilliant post-prandial speech. It was the first time the far-famed club had met its match in years.—*Amos J. Cummings*.

Who will send in good specimens of newspaper repartee?

AN EXAMPLE OF HABIT.

A man who was being tried by his brothers for a habit of wild and extravagant statement said in his own behalf: "My friends, you know how much I regret my words. It is a great torture to me. I have shed barrels of tears over it."

ONLY A COINCIDENT.

When I went to the postoffice for a money order for the first copyright on "Blunders and Breaks" the lady clerk insisted on paying me a quarter, though I handed her the right sum. She was convinced when she found a half among the dollars.

HUGH HAD TO PAY.

My friend Hugh heard the water running but neglected to investigate till the water company told him something must be wrong. The plumber came and found the leak that tired the meter and Hugh paid for both.

POST-GRADUATE TUITIONS.

A Philadelphia street-car conductor got five cents extra from me because I pulled the wrong bell cord.

A gas company has secured more than one nickel out of my pocket because I or some of my household forgot to turn a certain little thing made to turn.

After enduring the dark several times, and hunting for a source of light as many times without finding it, I had to be told that the bolt in the door turned on the electric light.

But it was another member of the human family who cut a four-cent stamp diagonally to get two two-cent stamps which would not work as desired. Uncle Sam said "no" to it.

NOTICE TO EDITORS OF THIS AND OTHER COUNTRIES.

You are invited to join me in my research work on the following plan: Give me one of your reporters for two or more hours a month to collect from the people scattered and unrecorded valuable information. Each reporter's work can be sent in manuscript or printed and a clipping mailed or a marked copy forwarded to me, using registered mail occasionally. From the contributions—which may include any suitable clippings from past numbers of your publications—syndicate articles, generally copyrighted, will be prepared and run in this journal, and contributors are at liberty to run in their publications all or part of these monthly reports. One registered mail receipt will entitle you to the copyrighted articles for three months. We will first take up examples of laughable, unusual, or expensive mistakes, trying to study at the same time the sources and elimination of trouble.

E. M. PRATT, 123 Fifth Avenue, Chicago, Ill., U. S. A.



By WILL OWEN JONES, Lincoln, Neb.

Questions, criticisms, and experiences are solicited for this department.

THE temptation to crowd unimportant details to the front is always before the reporter for a purely local paper in a small city. To yield is to lose perspective and to impair the vividness of the story. Local dignitaries, local scenes and local musicians are in view before the real proceedings begin, and the reporter often discusses them at some length at the opening of his account of the lecture, or political meeting, or other public function. He does this partly because it is a habit, partly because he may feel the need of making copy and has nothing else in sight, and partly because the local people expect to receive this kind of attention. The visiting reporter is more likely to pass over unessential preliminary details and bring out at once the spirit of the meeting and the things of real importance and genuine interest to the reader.

A close comparison of different reports of the same events long ago convinced me that the visiting reporter for an out of town paper, regardless of comparative ability, usually wrote a better story than the man for the home paper who lived on the ground and apparently had a decided advantage in his knowledge of the place and the people. Why this was the case it was hard to discover. I could only feel the fact and wonder why it should be so.

One night I went to a town fifty miles away and was a visiting reporter myself, sitting by the side of the man who was doing the meeting for the local paper. We were waiting for the beginning of a political debate in which the whole Congressional District was intensely interested. I looked at the scene, without doing so consciously, from the standpoint of the whole district, and had little to write until the debaters took the platform and the struggle began. The reporter for the local paper, on the contrary, was busy from the time of his arrival. He described the stand, gave the names of the committeemen in charge of its construction, catalogued the local dignitaries seated in public view, and laboriously ground out a compliment to the band in this fashion:

"While waiting for the exercises to begin Professor Gustav ranged his band of fourteen pieces, in their new uniforms, on the platform and played a selection from 'Bohemian Girl' which was received with tremendous applause. The band shows remarkable improvement of late, and the suits made a handsome appearance. The band responded to an encore, giving 'Sweet Summer Days,' with its attractive clarinet solo, which was artistically played by Henry Dunn, formerly of the regimental band at Fort Crook."

I glanced at this copy and the secret of so many of my own failures at home stood revealed. Not one reader in a thousand cared for those fourteen band men, even "in their new uniforms," at that stage of the proceedings. They wanted to be spared that wait at the beginning. They wanted the debaters brought on at once, and the sparks from their clashing forensic swords to brighten the report at the very outset. After it was all over plenty of space could be found at the tail end of the report for the people on the stand who ought to be mentioned and for the band that played selections from "Bohemian Girl" and made such a brave appearance in the new uniforms.

It is often desirable to set the scenery, so to speak, before an event of this kind begins. A skillful reporter may write a considerable introduction to a political speech without weakening the report, but he will do it by repro-

ducing the spirit of the occasion in a few living paragraphs, not by making a stupid catalogue of the dignitaries on the platform or the committeemen who put the flag up on the liberty pole with a profuse expenditure of language and perspiration.

As these are the days of political reporting it may be well to caution the novice against assuming a partisan air when he should be merely a reporter. The old fashion of writing unfair and untruthful political reports is now happily on the wane. In a few years, let us hope, a reputable editor will no more think of allowing his paper to lie about the number of people at a political rally than about the number of people killed in a railroad accident.

When a reporter goes out to "do" a meeting of the opposition he must bring in the kind of report his editor desires. In the absence of instructions, unless his editor is notoriously lacking in horse sense, it is the duty of the reporter to write a clean, nonpartisan story, telling exactly what was said and done, stating as accurately as possible how many people were present. It is dangerous to attempt to give the size of the crowd in figures, unless it is so small that counting is possible. It is a good and safe plan to tell how much area the crowd covered, or how much of the hall they filled. If they show enthusiasm, say so, and tell how it was manifested. If the speakers criticise your own party, write down what they say and print it as a matter of course. In case the paper and the community cannot yet appreciate this adherence to the rules of the best metropolitan journals it may be well to omit some of the most scathing portions of the speeches, but everything that is printed must be truthful and fair.

If the reporter feels combativeness welling up within him, and desires to smite the speakers and meeting, it is his duty to keep this feeling in check until the news report is finished. Then it should be his joy and privilege to grind out an editorial in which the opposition party is shown up as a menace to good government and the meeting as an assault upon the foundations of society. If the editor is wise he will print the fair, nonpartisan news report without amendment and will make room for the comment on the editorial page. The public, which really wants the truth at all times, will be satisfied with the news report and the partisan readers will be so much pleased with the editorial that they will not miss the slurring comment that they would like to see in the news columns. The reporter will have reason to feel satisfied with himself. He has done work that cannot be criticised fairly, for his news is the truth and it is properly separated from the editorial comment, which is understood to be not fact but opinion.

A majority of the questions and communications addressed to this department seem to come from young men and women without experience who would like to fit themselves for places as reporters. As it is the policy of this journal to be helpful to all grades of newspaper workers, a special effort will be made in the future to give hints that may be useful to the beginners. It may not be possible to do the work of a correspondence school at present, but no pains will be spared to assist readers who are striving to better themselves in the profession and who feel that substantial help may be secured from the **PRINTER-JOURNALIST**. Letters containing questions and requests for special advice will receive attention either through correspondence or from month to month in this department.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

TRUTH'S ARMY.

He who would war for Truth must bide his time;
He shall not hear his name sung loud in rhyme,
And what he striveth for he shall not see
Till other generations reach their prime.

Truth's hosts are not a conquering army borne
Along with lifting note of life and horn;
They go to meet what warriors blanch to face,
The poisoned arrows of a deadly scorn.

And yet they sow what generations reap;
The swords that fall from hand of nerveless sleep
Become the steel in other hands to win
Truth's kingdoms on the land and on the deep.

And they who fight the war of truth shall find
When all the things of earth are left behind
Their crown of victory—they who fight not men,
But error, with the weapons of the mind.

For 'tis God's army—and His great shield bends
Above them—like a mighty sun extends
His watchful smile above the host who bear
His royal purposes to deathless ends!

—Joseph Dana Miller in *The Public*.

From Fresno, Cal., comes a copy of the *Evening and Weekly Democrat*, along with a letter in which the editor says, "Neither of them suit me exactly, but I cannot tell what is the matter with them. Would the weekly look better if the pages were smaller and more of them? Also, what kind of type would you suggest for a heading on the daily and how do you like the makeup? Please let me know what I can do on the daily to generally improve its looks." In my opinion it would be a decided advantage to make the pages of the weekly smaller and more of them; it is too cumbersome at present. When smaller pages are used one-half the paper can be made up and printed well in advance if necessary, leaving the other half for late news and late ads. A large number of weekly newspapers now have only four columns to the page and they look well, besides having the great advantage of being able to place so many ads next to reading matter, and admitting of better presswork. The screen used on

screen. Please send more copies of your paper for comparison. We are always glad to be of service to our subscribers if we can.

The *Goodhue County News*, Red Wing, Minn., seems to be doing well under the new management. The front page is well made up and looks clean and bright.

Number 18 of Volume I, of the *American Mining Record and Engineers' Journal* comes to hand. It is published at Des Moines, Ia., every Friday at \$1 a year. More care should be taken with the printing of the halftones.

An "N" turned upside down in lower case of four-line pica DeVinne does not make a "U." It is a very glaring mistake, and if out of sorts the line should have been set in caps or changed somehow. This is a hint to the *Enterprise*, Mulhall, O. T.

The ad composition of the *Industrial Times*, Atlantic City, N. J., is such that it is with difficulty that one ad can be picked out from another. The fourth page is just one

Time, and Tide, waits for no man,"
Neither will that Furniture at.....

ALEX. TAYLOR'S

FURNITURE STORE!

So, if you should be in need of a

Beautiful Chiffoneir,
A Folding Bed,
Pretty Carpet,
A Lovely Dresser,

A China Closet, A Hall Tree, A Rocking Chair, An
Enameled Bedstead, Parlor Furniture,

Window Shades, or anything in the Furniture line, go to Alex. Taylor and he'll treat you fair and honest. He's in the Furniture Business right, and it will be to your interest to give him a call.

POOR AD DISPLAY.

Taken from the Childress (Tex.) County Budget, June 27, 1900.

conglomeration of long-line-short-line ads all set in nearly the same size of type. There is lots of room for improvement.

The editor of the *Maury Democrat*, Columbia, Tenn., recently wrote an editorial about the correspondents of that paper, and among other things said:

An eminent lawyer and distinguished and well-known editor gave the writer this piece of wholesome advice soon after he took charge of the *Democrat*. Said he: "Remember, young man, that the success, influence and standing of your paper depend more upon what you keep out of its columns than that which appears in them."

There is a whole lot of truth in this statement and it is worth remembering.

The souvenir number of the *Evening News*, South Framingham, Mass., issued in connection with the two hundredth anniversary of Framingham was a splendid piece of newspaper printing. The numerous halftones were printed most excellently; in fact the presswork is deserving of the highest praise. Any member of our "school of progressives" who may contemplate getting out a souvenir edition, could not do better than send 5 cents for a copy of this paper

WOOD

GEO. BOGER

HARD cord wood, oak slabs, or kindling wood for light spring and summer fires is what we are now anxious to secure your trade on.

Economy comes in buying now;
the price advances with the season.

GOOD AD DISPLAY.

Taken from the Hinsdale (Ill.) Doings, June 23, 1900.

your halftone portraits is much too fine for the paper on which they are printed. A more extended and more square letter would be better for the heading of the *Evening Democrat*, making a longer line, bringing it out to three or four picas from each end. There are too many Fresno's in the heading and date line; it occurs three times. No ads should appear on the first page of a daily paper—it should be entirely news matter. The editorial should be on the fourth page, not the second, of an eight-page paper. The same trouble is seen on the halftones of the daily as the weekly; ask your engraver to use a coarser

THE SPEECH OF
HON. A. B. WHITE

**Accepting the Nomination For Governor
is a Terrible Indictment of the
Democracy of West Virginia.**

FRAUDS PRACTICED UPON REPUBLICANS

Clear, Forcible and Impressive Manner by the

Newly Chosen Head of the Republi-

can State Ticket.



thing to say about "trampling the law and constitution under foot" and refers to the case of Senator Kidd in tragic tones. It seems to me that our Democratic friends should have drawn the veil of silence over the contest of 1893. What I have to say is said in no spirit of bitterness or anger and with

An Attractive First Page showing portrait of Past-President A. B. White of the N. E. A.

as an example worthy of following. It would be a difficult matter to excel it. The text was clear and interestingly written.

The *Delawarean*, Dover, Del., is published twice a week for a dollar a year and the indications are that it is highly successful.

It has been some time since a copy of the *Columbia* (Mo.) *Herald* arrived at this office. It looks as clean as ever it did and the reading matter is well selected.

The *Leader*, Regina, N. W. T., is a good weekly, well made up and well printed. The reading matter is of a high standard and the local news field is admirably covered. The paper seems to be above the average in many ways.

A very good halftone of a steer appeared in the *Michigan Farmer* of Saturday, July 7. Too much cannot be said in favor of illustrating a weekly paper with good halftones; whatever is worth illustrating is worth illustrating well.

The *Mail and Breeze*, Topeka, Kan., will be sent every week from now until the end of the campaign to any address in the United States for 25 cents. This is intended as a method to bring the subscription list away up. Anybody else wish to try this?

The *Garland* (Tex.) *News* has put in a new gasoline engine and the press is now run by this power. The paper has a good healthy appearance, with a good assortment of De Vinne, Jenson and gothic faces for use on the ads. No better type could be selected.

Last month it was noted that the *Texas Coaster* had reached its fifth anniversary and was doing well. This month the death of Editor George Dunlop has to be recorded. Many cuttings from the *Coaster* have appeared in this department during the past two years. The writings of Mr. Dunlop clearly indicated that he had a level head and a kind heart.

A. M. Rothschild & Co., of this city, paid to Mr. Lawson, of the *Chicago Record* and the *Chicago Evening News*, the sum of \$98,445.95 for advertising during the past year. No wonder some editors can afford to take a trip to Europe once in a great while.

Chicago is a large city; therefore mail matter should be addressed plainly and completely. A letter addressed to "O. G. Wood, Chicago, Ill.," reached me after some difficulty at my home. It was from the *Mannington* (W. Va.) *Enterprise*, stating that some papers had been sent for criticism. The package has failed to come to hand. If Mr. J. Bruce Hess will be kind enough to send another copy or two of the *Enterprise* plainly addressed to the office of the NATIONAL PRINTER-JOURNALIST, the paper will be duly noticed in this department. The delay is to be regretted, but it is unavoidable.

The *West Virginia News* (Ronceverte, W. Va.) would be greatly improved by changing from the "blanket sheet" style to smaller sized pages. Eight columns to a page are seldom seen nowadays, and it is becoming almost universally acknowledged to be best to have smaller pages and more of them. They are better to make up, better to lock up, and better to print when on the press. Of course, it means a little expense to make the change, but it is not so very great when figured out, and will pay for itself inside of a few issues, besides being much more convenient for subscribers to handle; and, giving the "next to reading matter" fellow a great opportunity to have his way about the makeup without spoiling the appearance of the pages. This was brought to the notice of this paper in the July number of the NATIONAL PRINTER-JOURNALIST.

The *Honolulu* (H. I.) *Republican* is making a good start. A number of copies have arrived at this department showing good makeup and up-to-date methods. The paper has a battery of Linotypes and the presswork is nice and

clean. It is a daily and the price is 75 cents per month by carrier.

"Scissored Newslets" is a heading in the *Ohio Penitentiary News*.

The Owensville (Ind.) *Star* is a neat little paper and cheap at \$1 a year.

The ads of the *American Economist*, New York, are set almost entirely in light face gothic.

If the type was well washed with lye, using a good brush, then thoroughly rinsed with water, the Purcell (Ind. Ter.) Register would be much improved. The type is badly "filled in."

Messrs. Rodgers & Kinter have purchased the Punxsutawney (Pa.) *Republican* and promise to make many improvements in its appearance as both gentlemen are practical printers. Please send a copy to this department after the improvements, for there is lots of room for improvement in a mechanical way.

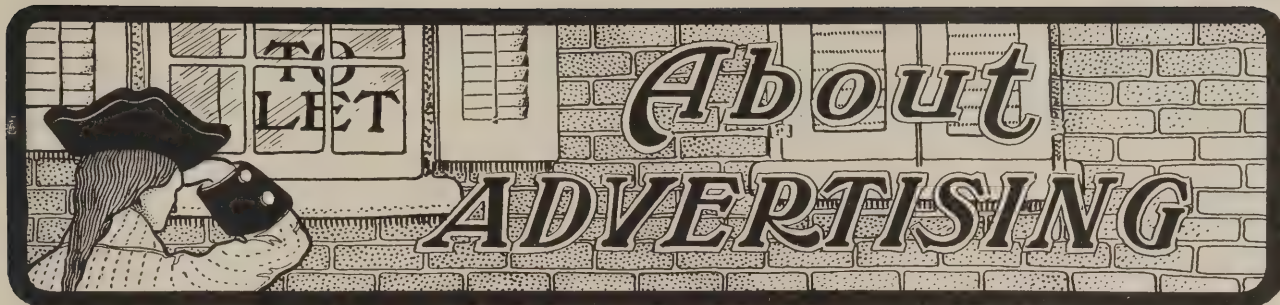
Volume I, No. 1, of the *Open Door*, New York city, a journal of the occult, has arrived. James Campbell Robinson is editor, publisher and proprietor. No advertisements whatever will be inserted in its columns; the publication of the monthly is purely a labor of love. The editor says: "Cut the word 'Luck' out of your vocabulary altogether and substitute 'Pluck' for it, and stick to it." There is a whole lot of truth in this statement.

The *Boot and Shoe Recorder* claims to be the largest trade paper in the world. I have never seen a larger one. It is published weekly and the issue dated June 27 contained 276 pages, some of which were printed in two colors. The size of the pages are about the same as those of the NATIONAL PRINTER-JOURNALIST. It seems as though it would tax the capacity of the largest printing office to get out such a paper in a week.

INKLESS PRINTING OF NEWSPAPERS.

Inkless printing of newspapers has not yet been reached, but an English inventor says the day is near when "The paper used will be a chemically prepared paper which will enter the press from a roll, pure white without a drop of any liquid dampening its huge bulk, and comes out of the other end printed with a perfection that ink never gave. * * * Any possible color may be given simply by introducing different chemicals in the mixing of the pulp, when the paper is under manufacture. * * * Several of the colors may be printed at once while the press is going at lighting speed, without the alteration of a nut or lever, the face of the plate on which color printing is to be done being merely supplied with different colors desired. The paper to be used in inkless printing is patented—that is to say, the process of manufacture is patented, but licenses to make it are to be sold at a figure which, it is claimed, will not appreciably increase the cost, while paper manufacturers will not be obliged to go to large expense in the alteration of their plants. The material used to sensitize the paper is very plentiful and very cheap. The printing is brilliant, but there is nothing in the electricity which in any way may blur or make indistinct. In a nutshell, the process, as applied to a regulation modern press, is this:

"A sheet of zinc or carbon surrounds the cylinder of the press, or lies flat in the case of a flat-bed press. Into this zinc a positive current of electricity is sent. To the type, or stereotype plate, a negative current is sent. As the paper passes over the face of the type a current of electricity flows through it. Whenever the paper touches the type or block for illustration, or whatever is to be printed, the impression is produced by this subtle, mysterious agent; inkless printing is accomplished. In addition to the saving in expense, all types, blocks and the like are kept clean and bright as though new; no washing is necessary; no injury is caused by the electric current to the finest type faces or the most delicately engraved plates; the current is a preservative of blocks and plates."



By CHARLES AUSTIN BATES, New York.

AVERAGE business in an average town must have something said about it to the general public. If the business is that of selling provisions, dry goods or millinery, besides the general public, women must be appealed to. For a direct appeal, the enveloped circular under postage is good. Better than this is the from-house-to-house distribution of samples, if you are selling provisions. This requires time and money, truly, but you have all the time there is at your own disposal, and you'll have money in proportion to your acumen in the business use of time.

A business may live without being advertised, but it would probably have to be a large business in a small town, and in the hands of the biggest man there.

"Though dress does not make the man, a man looks better when he is dressed."

That was said by the late Henry Ward Beecher. It is one of those condensed ideas that may be expanded to fit in many places.

Whenever a man thinks his business will run without advertising he would better try an experiment with his watch. Let him remove the mainspring and see how the watch will run without it.

What the mainspring is to the watch advertising is to business. If it were not so, the business, or profession (as some prefer to call it) of advertisement writing would never have reached the proportions that it has.

Artists who might vainly sigh for fame as landscape, marine or portrait painters, secure fortunes easily in the advertisement field.

There is no literature that pays so well, at least before one has made a colossal reputation, as the literature of advertisements.

There are designers of borders, and many are the deft fingers and quick, tasteful eyes employed in this work.

All this goes to prove that advertising is a legitimate business. It has within a few years put on dignity commensurate with its usefulness. But, the best of advertisements for the fairest and most popular business house may be rendered useless by the salespeople.

There are no schools to fit young people for the business of selling goods. They are supposed to be born, not made, or rather that "anybody can sell goods."

Very frequently a would-be customer is met with brusque or indifferent clerks, or of the kind that led a plain-speaking woman to ask, in a bakery, "Is the girl who sold this loaf to me an imported duchess?"

Since each business house is expected to train its help, the sooner that training is begun, the better for the house. It is not enough that when the new clerk comes in the morning he or she is on time, neatly and comfortably dressed, has some knowledge of mental arithmetic and can make both figures and letters legibly, and can correctly "run up" the customer's bill. Back of all this should be politeness. Not the servility that lisps "lady" at the beginning and end of every sentence, but the behavior that does not make the customer feel that it was an unpardonable offense to ask to see the goods.

If business was not made up of so many small matters business men would not die of paresis. If all these small

matters were properly attended the business itself would not die of starvation and neglect.

The successful man of small beginnings finds it difficult to delegate his powers. He cannot give up the habit of attending to the details himself; of holding all the strings in his own hands, and pulling them for himself as he did in the beginning. He does not understand why he has such wearing days that accomplish next to nothing. He frequently comforts himself a little by saying, "I did what I could." He would better revise that into, "I tried to do what I couldn't."

This is one of the class of men who are most chary of employing the "ad writer." He knows the newspaper space he buys is not properly cared for. He knows the ads ought to be changed oftener. He knows that when the changes are made, there seems to be no variety. His words have no cheer, no assistance in them.

Sometimes he wonders if he has come to his second best. When it is suggested that he employ a business writer, he wonders how any outsider can talk about his business half as well as he can himself. He forgets, for the time, that his is not the only business of its kind in the world, and probably the "ad writer" has had experience on both sides of the counter. He forgets that this is an age of specialists. That if he has a tardy or rascally debtor, he must employ a specialist to bring suit and collect the bill. That if all his worries bring on a headache, there must be another specialist to prescribe for him. The "ad writer" is not in the bustle of business any more than the doctor is suffering from the disease he prescribes for. He reasons from established principles.

Here is a community to be supplied with the necessities of life, in the ratio of their taste and their means.

Here is the vender and the goods.

How bring them together? How induce the people to buy barely what they must have and give the merchant barely what he can live on? It may not require a word to do that much. But, how boom the business and teach the people that civilization means not only to barely live but to have life more abundant?

The art of the judicious "ad writer" will solve that problem. He will tell the hurried and harassed merchant that an advertisement, like a man, is not made by its dress, but it looks better and brings better returns when it is clothed in all the accessories of *fin de siecle* style.

ADVERTISATORIAL.

Advertising is not an experiment, but a certainty, if it is judiciously done.—*The Newspaper Publisher.*

Without the daily newspaper the department store would never have reached its present size and influence.—*The Advisor.*

Forget your likes and dislikes when preparing advertising; simply think of the public and what you wish to introduce to it.—*Mail Orders.*

Considered merely as preparing the way for the commercial traveler, money spent with the trade journal is wisely expended; and by the influence of the trade journal alone, unsupported by the serious cost of representa-

tion on the road, many and profitable sales are effected every day.—*Bookseller, Newsdealer and Stationer.*

* * *

The man who doesn't believe in advertising wants but little here below—and that's all he gets.—*Printer's Ink.*

* * *

Art and originality should not be allowed to interfere with the business side of any advertisement.—*Printer's Ink.*

* * *

Constancy in advertising is the fountain of fortune. Advertisements ought to follow, not precede, thought.—*The Advisor.*

* * *

Fortunes are built on the instalment plan—and each good advertisement is a brick used in the construction.—*Printer's Ink.*

* * *

Early to bed, early to rise, roll up your sleeves and advertise. Then you will be healthy, wealthy and wise.—*Boyce's Hustler.*

* * *

Type is about as uninteresting to most people as a bare hook to a fish. Bait your advertising with attractive pictures.—*C. Everett Johnson.*

* * *

Time and trouble are well invested when they are expended in making advertisements crisp, logical, convincing and orderly in appearance and construction.—*Wichita (Kan.) Eagle.*

* * *

The fashions prescribed by advertising experts may not be any more suitable to a certain business than the fashions prescribed by dress experts are to a certain individual.—*Profitable Advertising.*

* * *

It is one of the easiest things in the world to throw away an advertising appropriation. You needn't try hard to get rid of it. The less you try the easier it goes.—*Milwaukee (Wis.) Journal.*

* * *

An advertisement should not only be truthful, but it should have a truthful appearance. Many an announcement that is perfectly honest appears to have an untruthful ring about it.—*Printer's Ink.*

* * *

Don't waste money by "trying" an ad here and there. In every community there are mediums of known worth. Satisfy yourself which they are, then use them to the limit of your appropriation.—*Pacific Coast Advertising.*

* * *

When a publisher tells you that it doesn't make any difference to you what is the quantity of his paper's circulation, that it's the quality thereof that counts, it's time to regard the medium with suspicion.—*Profitable Advertising.*

* * *

The promise made in an advertisement should be kept to the letter. One may be deceived by many different advertisers, but it is rare that he suffers himself to be deceived more than once by the same advertiser.—*Newspaper Maker, New York City.*

* * *

It really seems that the columns of an advertising medium cannot become too crowded to yield satisfactory results to the advertiser. The more merchants crowded into a street the greater is the business of all, and where advertisers most congregate there also is profit.—*Advertising Experience.*

* * *

The man who attempts to make ten pounds of steam pull a freight train is wasting his steam, because it takes twenty times that much steam to move a train of cars. In like manner, the man who attempts to be economical by using very small space, frequently discovers he has been very extravagant.—*Printers' Ink.*

* * *

Many advertising failures can be traced to an unrestrained anxiety to do too much at the start. The consequence is that large sums are often squandered in advertising without stopping to consider that the capacity of the business will not warrant it. Some labor under the delusion that all that is necessary is money enough to do a quantity of advertising and the profits will speedily

flow into the depleted exchequer. As a rule, the first money spent in advertising a specialty is sunk—for a foundation. If there is no more to build with, all is lost, and the loser goes on his way declaring that "it doesn't pay." True enough; such advertising never pays. There must be capital enough to continue the good work, or possibilities vanish like mist.—*The Advertising Man.*

* * *

Ever read a book the second time? Didn't hold your attention quite so interestedly the second time, did it? If the manner of conveying the same information had been changed you'd no doubt have enjoyed it better. Good deal that way with advertising. The changed story obtains greater and more interested attention.—*Machinery Advertising.*

* * *

When a business man gets an idea there is nothing more to conquer, or that advertising of any sort won't help him, he simply grants territory and rights to his advertising competitors and gives them an unhampered opportunity, not only to cultivate the trade already in their possession, but to secure all the new trade the field offers.—*Barnhart & Swasey.*

* * *

Advertising is to the merchant what plowing and sowing is to the farmer. Imagine a farmer trying to raise a crop by sitting on the fence as he looks over a ten-acre field wishing that a nice crop of wheat or corn would spring up in it. Ridiculous, isn't it? But not any more so than the merchant who hides a stock of goods away in a store room and then sits on the counter, hoping that people will come in and buy.—*Blairsville (Pa.) Courier.*

* * *

Many a man has made a fortune through judicious advertising. Take two men starting in business at the same time. One uses all the money he makes in living well, and sometimes even extravagantly. The other invests all the surplus cash that he can lay his hands on in advertising here, there, everywhere that he thinks will attract public notice. What is the result? The man who advertises has crowds flocking to his shop to see the beauties of the advertised goods, and as the public begin to run so will they continue from sheer force of habit. The first shopkeeper will in the meantime be sitting, unthought of and uncared for, aghast at the crowds which daily throng the counters of his competitor, and bitterly bewailing the bad luck which has followed his own venture into trade. Yet he has no one to blame but himself.—*Chauncey M. Depew, in New York Journal.*

* * *

There should be plenty of white space in an advertisement, and that white space should be well distributed and clean looking. Don't let your advertisement look choked for breathing room. Ventilation in an advertisement suggests healthfulness and prosperity, a liberal mindedness that it will be a pleasure to meet in a business way. An advertisement which looks as though its owner was afraid some little quarter of an inch of space would be paid for without being utilized, puts the prospective customer in an unconscious attitude of dealing with a close-fisted merchant. Do not let your white space be filled with knickknacks or ornaments which printers are so prone to use. You would not clutter up your lawn with cast-iron dogs or deers; look at your advertising lawn in the same way.—*Profitable Advertising.*

* * *

The proper place to advertise is unquestionably in the columns of the newspaper.

You can reach more people in the best manner and get better results for your money in the columns of a good newspaper than you can in any other way.

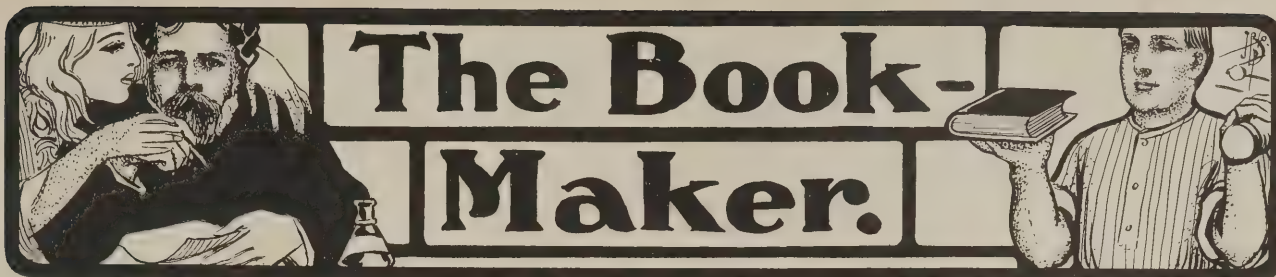
There is no question at all about this.

I do not mean to condemn circular advertising altogether.

In some instances it can be made to do very good work, but it must be well done.

A cheap and shoddy circular is an insult to civilized humanity.

If circulars fit into your business have them handsome, striking and well printed. Make them so attractive that they will counteract any feeling of annoyance which they might otherwise cause.—*The Assistant Manager.*



By GLUTINATOR.

New pamphlet and book cover designs, contributions, and queries are solicited for this department.

The importance of catching the eye at first glance is being more thoroughly appreciated by printers and book makers than ever before. People who order printing have come to understand that a catalogue or book with an attractive cover is more apt to receive attention, even though the reading matter is not gotten up in first-class style, than one in which the entire effort has been devoted to the inside and the cover being but ordinary.

In order to give the readers of this department an opportunity to see what is being done in cover designing there will be reproductions each month of the best cover

THE NEW PHASE OF THE BOOK TRADE.

In no branch of trade has there been a more marked and significant change than that which has marked the buying and selling of books. Thousands of persons who would not have been reckoned in the reading class ten years ago are buying indiscriminately the latest offerings in fiction, new sets of standard authors, and elementary scientific works. Publishing houses that were unknown or that were not in existence a decade ago are now leading the trade. Watch is kept on the fluctuations of the best selling books in the market, just as brokers keep tab on the variations of leading stocks, and, in short, the evidences of a "boom" are everywhere.

Analysis of the causes leading to such an apparently feverish condition of the book market seems to show that the business activity of certain publishers has done most to bring about the general rush for books. Instead of publishing a few hundred books and waiting for the public to



No. 1.

designs submitted. The Rand, McNally Co. send two very striking covers of books in preparation. Number one, "Uncle Sam Abroad," has a background of two shades of brown. The figure is outlined in black and dressed in a suit of brown with white vestcoat and garters of white. The book is illustrated and the cover designed by Clyde J. Newman. It treats of Uncle Sam's foreign service and is written in splendid style. Number two, "The Woman That's Good," is on red cloth with gold lettering. The crescent, face and lily are in white and black, making a very neat and pleasing effect. The design is by E. A. Lozier of Chicago. Numbers three and four are from A. C. McClurg & Co. of Chicago. Number three is green cover with red panels and gold lettering. The design by The Decorative Designers Co., New York, is good and up to date. Number four is brown and gold, which always gives rich effect. The drawing is by F. W. Gookin of Chicago.



No. 2.

come and take them off the book shelves, the business-like publisher has set about to hunt up the buyer. When the publisher of the new school secures a book that seems to have the qualities of popularity, he prints a first edition of many thousand copies, and begins a systematic campaign of newspaper advertising. He stimulates inquiry, and inquiry begets sales. The department stores help him along by ordering hundreds of copies, where the old-time retail dealer ordered dozens, and by marking them down to the

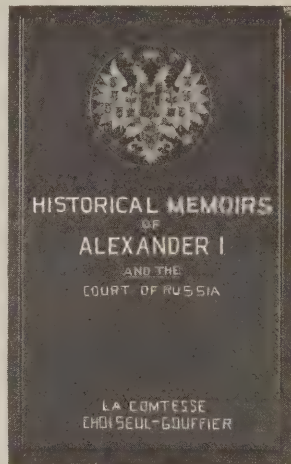
lowest limit of profit and advertising them in connection with dry goods, soap and other "bargains."

All this is shocking to the old-time publisher, who believes that certain ethics should govern the trade. But this energetic work has sent many editions into the hundreds of thousands, and has created a thirst for reading in a large part of the public that hitherto regarded the perusal of books as little better than a waste of time. The insatiable demand for lighter forms of literature, stimulated by clever and aggressive publishers, has had a beneficial result on standard editions. Even scientific works, such as elementary studies of animal life, which are brought out in popular form with colored plates and photographic reproductions from nature, are quickly sold in editions of three and four thousand.

Little of the popular contemporary literature will live, perhaps, but the cry is for healthful reading and translations from the decadents of Europe are in little demand



No. 3.



No. 4.

unless the Englishing of the exotics assume the phase of an expurgation. So long as the trend is upward there can be no well sustained objection to the present "boom" in books, even though it may smack at commercialism.

The Vie Publishing Co. of Philadelphia offers a prize of \$1,000 for the best manuscript of a book to young wives, to be a companion book of equal merits to the book which they published, by Sylvanus Stall, D. D., entitled "What a Young Husband Ought to Know." The contest is restricted to women, the manuscript limited to 70,000 words and to be submitted by February 1, 1901.

A sensational statement appears in one of the morning newspapers to the effect that a book trust is now forming and that it already controls the house of D. Appleton & Co. among others. Not a single statement in the article is worthy of the slightest credence, so far as I have any knowledge or belief, except the assertion that the house of D. Appleton & Co. is to be reorganized. That statement I believe and fully endorse. While no official report has yet been made by me, my examination seems to justify the conclusion that the assets of D. Appleton & Co. exceed its liabilities in the ratio of more than two to one.

"PUBLICITY AND MORE WORK."

The NATIONAL PRINTER-JOURNALIST has added a new department to its already full stock of good things. The new department is under the heading of "Publicity and More Work" and is edited by Iconoclast-BUILDER. Items of interest to printers, journalists, engravers and distributors are contained and the new departure is sure to meet with approval. The PRINTER-JOURNALIST is still improving. Mr. Herbert evidently knows what his constituency wants and aims to supply it.—*Michigan Bulletin*.

In the "publicity" department of the current issue of the NATIONAL PRINTER-JOURNALIST some very pertinent and timely observations are made in regard to the modern methods of advertising.—*The Billboard, Cincinnati*.

TENNESSEE PRESS ASSOCIATION.

The thirtieth annual meeting of the Tennessee Press Association was held at Morehead City, N. C., on June 15 and 16. The Association assembled in Chattanooga on June 12, leaving there on morning of June 13, arriving in Asheville, N. C., about 2 p. m., where it was received by Mr. James Morton, of Asheville *Gazette*, representing the Chamber of Commerce, and arrangements announced for visiting the Vanderbilt estate—Biltmore—which was an enjoyable trip to all. Leaving Asheville at 5:30 a. m. on the 14th over the Southern Railway in a special for Morehead; at Goldsboro the special was transferred to the Atlantic and North Carolina Railway, arriving promptly and safely in Morehead.

The Association was called to order at 8 p. m. on the 15th by President Adams and the following programme carried out:

Annual Address—"The Country Editor," E. E. Adams.

"The Newspaper Man as a Candidate," W. H. Griffin, Obion *Democrat*.

"A Question of Weight," F. Y. Anderson, Memphis *Commercial-Appeal*.

"Good of the Order," by everybody.

Annual Poem—"Greeting from the First Vice-President, L. G. Fritz, Memphis *Deutsch Zeitung*."

Report from Delegates to National Editorial Association—J. W. N. Burkett, Jackson *Dispatch*.

The second day's proceedings was called to order at 7:30 p. m. and the programme was finished by the delivery of two well written papers on: "The Newspaper; Something of Its Failures; Its Fruits; and Its Missions," by R. M. Reams, McMinnville *Standard*; "Industrial Development," by Col. Robert Gates, honorary member.

The election of officers resulted:

President, S. B. La Rue, Greeneville; First Vice-President, Louis G. Fritz, Memphis; Second Vice-President, S. B. Robinson, Winchester; Third Vice-President, Cy. H. Lyle, Johnson City; Secretary, Herman A. Haslock, Nashville; Treasurer, R. J. G. Miller, Nashville; Statistician, W. J. Slatter, Winchester; Executive Committee, Rutledge Smith, chairman, J. J. Ambrose, Tom Boyers, R. V. Hicks, George Williamson; Credentials Committee, Herman A. Hasslock, chairman, George Stanfill, W. R. Lyon.

Association adjourned after benediction by Richard H. Trent.

Morehead City is a delightful seaside resort, and the gang enjoyed boating, fishing and surf bathing to their heart's content, some staying over for several days. In these waters fish grow very fast, as Col. Bill Slatter, who is known to every newspaper man in the United States, caught one so long ———. On arriving at the hotel the fish had grown so long ———, and is still growing. All the representatives attending were delighted with the trip and are expecting to attend the next one.

The particularly interesting features of the business session of the Association were the addresses of President E. E. Adams, of Lebanon; F. Y. Anderson, of the *Commercial Appeal* of Memphis; R. M. Reams, of McMinnville; Col. Robert Gates, of Nashville; the report of the Statistician, Col. W. J. Slatter, of Winchester, and the annual poem by L. G. Fritz, of Memphis. In this Mr. Fritz made many witty allusions, which were highly appreciated and applauded.

The party was composed of some of the brightest workers in Tennessee journalism and some of the handsomest women in the State. Some of the ladies were wives, and some of them were anxious to be. Others were fastidious and did not seem to care.

The scenery over the Southern Railway from Chattanooga to the coast was a revelation to many of the delegation, and their admiration was beyond bounds.

On the return journey four prizes were voted to the most popular married and single lady and the most popular married and single gentleman. It was a free ballot and a fair count—counted by ladies—and Mrs. M. B. Talley, of Winchester; Miss Polly Grigsby, of Nashville; Mr. Herman Hasslock, of Nashville, and W. J. Slatter, of Winchester, were the successful contestants.

The Secretary was given a handsome present for his faithful and efficient services, and responded in an appropriate speech.



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO



FROM the Mills & Knight Company, printers' bookbinders, of Boston, comes a good piece of advertising in the shape of a diary or writing pad, with the dates commencing at July 1, 1900, and continuing until the middle of 1901. It is printed in red and blue ink.

There are spaces for a week's notes on each page; and it will be kept by almost everybody who receives one, for it is useful. This is quite an expensive way of advertising, as the postage alone costs 4 cents for each one. No pretensions are made at elaborate printing, but it looks well.

* * *

From the office of the Humphrey (Neb.) Democrat comes several samples of job work. The initial "T" shown on the blotter is good. The pointing fists on the statement are not good—they are undignified. The booklets should be inserted and then wire-stitched through the middle, including the cover, and not stabbed and the cover glued on afterward; by the latter method the front and back pages tear when the pamphlet is opened, and, besides, a

comments from you on the same." The printing is good and the matter bright and attractive. It is of a kind calculated to "dig up business." If there is any business it is likely to come your way; if there is none, such methods as you are using are very likely to create business. The wise hen circular is a good one.

* * *

Walter Scott & Co., Plainfield, N. J., send a nice piece of plain printing describing Scott lithographic printing machines. It is good advertising as it tells the story fully—gives all kinds of dimensions and particulars. No attempt is made at fancy display or color work, which shows good taste when advertising machinery.

* * *

"Talking in Type," is the title of a small pamphlet sent by G. A. Wahlgreen, Barclay Block, Denver. It is neat without any attempt at fancy display.

* * *

The Unitype Company, New York, sends a good piece of advertising in the shape of a small horn and one large note

Lumber Lath Shingles Doors
Windows Slat Fencing Ladders
All Lengths Ash Grove Lime
Portland & Louisville Cement
Hair and Sand .. Everything
Usually Kept In First Class
LUMBER YARDS

Henry Hunker

Joseph Hunker

John Hugg Mgr

H. HUNKER & BROTHER LUMBER DEALERS

Humphrey Neb. 190

A GOOD ARRANGEMENT OF A HEADING.

stabbed book never opens good any way. It is an easy matter to insert a sixteen or twenty-four page pamphlet. The rules on the last page of the By-Laws of the Hose Company should have been omitted; as there is no reading matter they are useless. The words "Ordinances" and "Regulations" on the cover-page of the pamphlet relating to the waterworks would have looked better if set straight and not curved. The job which is here reproduced is the best of those sent to this office from Humphrey.

* * *

The Evening Wisconsin Company, Milwaukee, Wis., sends two cards which are very attractive. I regret that they are printed in colors which do not admit of being reproduced by any engraving process, otherwise they would be shown here. They are neat samples of modern methods of display.

* * *

Golding & Co., Boston, are sending out a good specimen of printing. It is a pamphlet telling all about Golding paper cutters. The body is set in Ronaldson, with all the display lines set in Satanic and printed in red. The cuts are run out into the margins, and the job looks well.

* * *

Mr. Mark R. Plaisted, of the Fresno (Cal.) Democrat, says: "I inclose samples of advertising circulars that I have sent out to dig up business. Would be pleased to receive

of music printed in red. The ad tells all about the advantages of the Unitype machine, and the company claims it has something to blow about.

* * *

Edward Fitzgerald, of the Appleton (Minn.) Press sends an envelope showing corner card and says, "Please criticize the inclosed specimen in the next number of your



ENVELOPE CORNER CARD.

valuable journal." It is fair, but would have been better to open the flap of the envelope before printing if a good job is required, as the gum is often very uneven and spoils the type if run off without electrotyping.

* * *

The Standard Engraving Company, Philadelphia, sends out a lot of advertising, such as blotters and brochures. The blotters are uniformly good and attractively printed in bright colors, always with a catchy picture to draw attention. "Some Modern Ideas in Old Time Clothes," is one of

the latest booklets sent out by this firm. As the name indicates, it is in the Colonial style, and printed from old style type on deckle-edge paper. It is a pretty fair piece of work, and the story it tells is brief and to the point, which is correct when busy men are expected to look at it.

* * *

It is gratifying to receive a second batch of specimens from Hugh A. Lorentz, Buckhannon, W. Va., also a letter in which the gentleman states that "I note that you take exceptions to the cover on book sent you. Kindly give

collected by the writer since 1860. The preface says that "in its present corrected form it is believed that it will be found of use to all who seek for information about types which cannot be compressed within the ordinary manual of printing, or be gleaned quickly from the specimen books of many typefounders." The book is a complete and elaborate treatise on the processes of type making, the names of the leading sizes of type, the point system, fonts of type, the faces or styles of type and type casting and type setting machines. The book is thorough and sound as one would naturally expect when the source is considered; it is

~~~~~The Knight-Errant Company~~~~~

**Publishers of The Buckhannon Delta and Knight-Errant : Circulation 2500
Modern Printers with Facilities of Today ~~~~~Calendars and Blotters**

**C. J. Ligget, President
Eugene Brown, Secretary
Hugh H. Lorentz, Treasurer-Manager**

Buckhannon, West Virginia

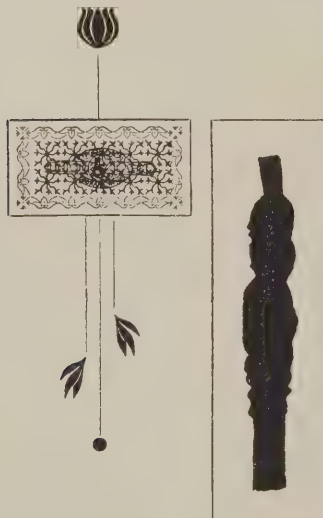
A NEAT EXAMPLE OF A JOB SET IN ONE SERIES OF TYPE.

opinion on inclosed cover, office stationery, and programme." The main idea of this department is to offer advice and give suggestions in order to make it a source of education in the art of printing. The criticisms are nothing more or less than the opinion of one man, and opinions differ about printing, just the same as about politics or anything else. However, the printers and others who take interest in this and similar departments, and who take the trouble to send in specimens of work, are pretty sure to make progress and turn out good work; for, as Mr. Lorentz said last month, "by our mistakes we profit." The samples sent this month are above the average, and one of them is reproduced as a fair example of a letter-head. The composition of the cover-page spoken of is

valuable, because it contains many truths told in a manner easily understood by any printer.

* * *

Last month there was noticed a specimen sent in by Edward W. Stutes, Spokane, Wash., entitled "Dignified Simplicity," in which the presswork was rather strongly criticised. Mr. Stutes writes that he "knew the presswork was poor—and the press—you should see it—rollers a year old, cams worn down an eighth of an inch, impression screws worn down so they would not hold to the threads, and that is why the impression is no good. I inclose work for criticism—the presswork on that is different, caused by new press, new rollers, etc." The foregoing extract from Mr. Stutes' letter is published in justice



THE TOTEM

GEO. S. BROWN & CO.

Wholesale and Retail **Cigars and Tobaccos**

CORNER SPRAGUE AND HOWARD ... CHEMICAL BLOCK

SPOKANE, WASH., _____ 1900

DIGNIFIED SIMPLICITY.

good, but the pressman did not carry sufficient color; as the stock was rough it would have easily carried more ink. Send another batch of specimens—they are always welcome.

* * *

"The Practice of Typography," a treatise on the processes of type-making, the point system, the names, sizes, styles and prices of plain printing types; by Theodore Low De Vinne; the Century Company, New York. This book is from the De Vinne Press and is a summary of detached notes

to him. One of the specimens is reproduced. On the back of a card sent in is an explanation of the figure which appears on the job shown herewith. It may be of interest to some printers and is given here in full:

Totem, totem post, or totem pole, is a religious or a heraldic object, or graven image of stone or wood, or a sign tattooed upon the body or bodies of the person or tribes to which it belongs. It also serves as a mark for utensils or arms to show the owner. It is common to most savage or half-civilized peoples, Asia, Africa, America and Polynesia furnishing examples of totems which are exhibited as curiosities in museums. The totem is generally crude, fantastic or hideous in design, exemplifying the coarse and brutal

instincts and thoughts of the savage, the idolatrous and the cannibal. Relics of all kinds of totems are found in the United States, Alaska, New Mexico and the Sandwich Islands furnish a quantity of relics. Longfellow, in "Hiawatha XIV," describes the totems of the Indians of North America.

* * *

The Osceola (Wis.) *Sun* sends a premium list of the Polk County Fair Society. Common print paper was used and the ad composition could have been improved, but the job will no doubt serve its purpose well enough, and the writer knows of the many difficulties encountered in getting out such a big job in a small country office.

* * *

A number of excellent specimens of various kinds of job printing comes from The Geo. A. Miller Co., Des Moines, Ia. The color schemes are particularly good, and I regret that none of the jobs admitted of reproduction. The work you did for the typewriter company was of a high order, and the carriage catalogue, with the cuts printed in red and black, made the pages very attractive. In selecting the next batch of specimens send some that can be reproduced by the zinc etching process, so that all our readers may enjoy them.

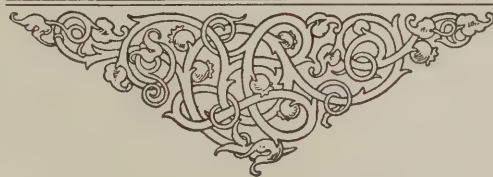
* * *

Books in large numbers have been written to instruct in the art of printing, but Paul Nathan's new book, "How to Make Money in the Printing Business," is the first of its kind so far as our knowledge extends. Considering that the profit is the thing for which all printers engage in business it is a little remarkable that this most attractive side of the trade has not been the subject of numerous books and treatises. The artistic part of printing is all right, but the dollars and cents part appeals to all in a more positive way, because the money that is gotten out of printing provides the printer with all the good things of life.

Mr. Nathan covers his subject in a very thorough way. He is not sentimental, and he does not theorize, but goes straight to the point in the first chapter, and sticks to it to the last, telling what he knows about running a business to secure a profit; and he knows a good deal, as is apparent to the most casual reader. A printer who buys this book and follows its advice cannot fail to make money, for the principles advocated are based on hard common sense and cold facts. He is told how to start an office, how to buy his material and stock to advantage, what class of customers to seek and how to develop business, including a complete scheme for advertising the printer's work. There is a chapter on taking orders, and another on the cost of producing printing; in this latter are given some figures that will surprise a good many printers. Considerable space is devoted to such subjects as acquiring money, how to figure profit, price cutting, systematic saving, leakages, etc. The danger in side ventures and partnerships is discussed, and protective advice given to ward off the printer from wasting money on fallacies. A profit on every job,

a strictly competitive business, and in every city there are men who have made money in this trade; yet the diversity of opinion as to profitable methods, and the confusion of ideas as to the cost of producing printing, has led me to the conclusion that there is imperative need of an exchange

THE LANSTON MONOTYPE MACHINE



All the upper and lower case characters

Types equal to Foundry letter * * * * *

Composition absolutely justified * * * *

Capabilities those of the Hand Compositor

A PERFECTED MACHINE

For making and setting single types in

Perfectly-spaced lines at a * * * * *

Maximum and unvarying speed * * * * *

PRINCIPAL OFFICE
WASHINGTON, D.C.

1899

A NEAT TITLE-PAGE.

Reduced about one-half. The original was printed in three colors.

of views for the better education of the trade. There are plenty of books on the history of the art, and a large number exhibiting ornamental printing and the methods of its production, but the practical financial side has been very



Proper Merry-go-round for Chinese Boxers.

AN ATTRACTIVE BLOTTER. ORIGINAL PRINTED IN BRIGHT COLORS.

There is a
Reason for
Everything



The reason why the *Queen City Printing Ink Company, Cincinnati*, manufactures more News Ink than any other Western Manufacturer, is because they have had 40 years experience making NEWS INK to suit the requirements, such as, the speed of the press, the temperature of the press-room, texture of the paper, etc. *Queen City News Ink* will add to the appearance of any paper not printed with *Queen City News Ink*.

Yellow, 317. Blue, 318. Red, 319. H. D. Job Black, 282.

and a well done job are matters kept before the reader all through.

In the preface Mr. Nathan says:

"Personally, I have found that the printing business yielded satisfactory profits, as much as one could expect in

much neglected. In this book, I have gathered together the impressions of some of the leading minds in the trade as to the requisites to the profitable management of the printery. With the benefit of such competent advice, I feel that it is not presumptuous to undertake to lay down the business

rules on which a printing office must be managed in order to make money for its proprietors."

De Vinne and a dozen other men prominent in the trade have contributed chapters that greatly enhance the value of the work. For further information address the publishers, the Lotus Press, 140 W. 23d St., New York.

CRITICISING PUBLIC OFFICERS AND CANDIDATES.

By D. M. BUTLER, LINCOLN, NEB.

One of George Eliot's characters wanted his son to be taught among other things "How to wrap thoughts up in words that are not actionable," adding that "it is an uncommon fine thing when you can let a man know what you think of him without paying for it." It goes without saying that most editors feel very much as did the person whose language is quoted. That feeling arises from a duty to the public as well as to themselves. They are desirous, to the end of safety in writing, of becoming thoroughly familiar with the most complete code of ethics which is to be found in the principles of the common law.

That public men, and men seeking public office, may be criticised with more freedom than can private individuals, is a matter of common knowledge, but just where to draw the line is one of the things which often puzzles the mind and gives us pause.

There is some conflict of authority, in one sense, as to what is the liberty of publishing what may or may not be defamatory language concerning officers and candidates. In point of fact this is a question more important to practice in the courts than as a matter of ethics for the editor.

The one theory is, that if the language is libelous the publisher must prove affirmatively as a defense that the charges are true substantially as published. The other theory is that a publication is privileged if published without malice, in good faith, after reasonably careful inquiry, and in an honest belief in its truth. The latter theory is the one probably the most frequently given by the courts of this country, and in England. In fact, the trend of the later decisions has been toward this most liberal construction.

Publishers should, however, proceed upon the theory that they will be required to prove, on the trial, the truth of any statement, for it can be readily seen that in any event the publisher would have no defense if he publishes a libelous statement concerning a candidate without investigation. Unless a publisher can prove affirmatively that he traced a story to its original source, he would have no defense either by way of mitigation or complete justification.

It goes without saying that any language which would be libelous concerning an individual, would be libelous if published concerning a candidate; the only difference would be in the liberality by way of defense, as indicated.

The following language applied to a candidate, or official, has been held libelous:

A printed publication charging an officer with culpable neglect of his official duties, was held to be libelous, *per se*.

A publication containing implications that a member of a legislative body went there solely for the purpose of passing a bill to enrich himself and his copartners in a certain scheme, is libelous.

A publication charging a county auditor with making false statements of the financial condition of the county, is libelous.

A publication which charges a deputy sheriff with gross misconduct in office is libelous as holding up the individual to scorn and contempt.

The foregoing are examples from adjudicated cases, unprivileged because untrue, and not having been published for an honest purpose after reasonable inquiry. While they are not the most serious cases of libel, requiring a great deal of proof, a publication of this kind might involve a publisher in a very expensive suit.

On the other hand, criticism is not libel, and there is an almost unlimited range of privilege of criticism having for its basis a correct statement of facts. Language may

at times be severe and even savage, but should in no case be personal. It should be confined to a criticism of the candidate as such. One writer says:

"Honest criticism, although it may be unfriendly and severe, can give no suggestion that it proceeds from unworthy motives."

While there is great privilege, either in irony, satire, or by way of caricature, the range of criticism should not extend to charges, either directly or indirectly, that a candidate is governed by corrupt motives.

It has frequently been held that the fact that a libel was published during the heat of a political campaign was no defense as a matter of law as against a libelous publication. Publishers should remember also that they are responsible for whatever appears in the newspaper in any of its departments, even if signed by the writer, sent in by a correspondent, inserted as a paid advertisement, or copied from another newspaper. The same care in investigating the truth or falsity of a statement should be made as would be required if he should be incited to publish a statement as a result of common rumor.

Publishers are held responsible when they go too far into the private life of a candidate when the acts complained of do not bear upon his fitness for the office for which he is a candidate. Then a person who is a candidate for an appointive office is not a candidate, so as to permit the fullest liberty of criticism. A communication to the appointive power by private letter or petition is usually held to be privileged, whether true or false, if published in good faith, etc., but not so if published in a newspaper of general circulation. Of course the fact that the general public was interested in the proper administration of the office would be a proper subject for the consideration of the jury. A publication in a newspaper published and circulated entirely out of the district where the candidate was to receive votes, would not be protected by the most favorable construction of privilege.

The Supreme Court of Iowa recently decided this question in the case of Hoskins vs. State.

A West Virginia jury returned a verdict of \$8,000 against Lewis Baker, of the *Wheeling Register*, for publishing a libel concerning a candidate for the Legislature. The case was appealed to the Supreme Court of Appeals, and Judge Greene, who wrote the opinion affirming the judgment, said: "A newspaper proprietor is just as liable for what he publishes in a newspaper as any other person, and he is liable in the same manner and to the same extent. The law takes no cognizance of newspapers. The terms 'Liberty of the Press' and Freedom of the Press' have misled some to suppose that the proprietor of a newspaper had a right to publish with impunity that for the production of which others would have been held responsible. The liberty of the press consists in the right in the conductor of a newspaper to print whatever he chooses without any previous license, but subject to be held responsible to exactly the same extent that anyone else would be responsible for the publication." In commenting on the phases of privilege favorable to the publisher, Judge Greene, in the same opinion, said: "The conduct and actions of a candidate may be freely commented upon, his acts may be canvassed and his conduct boldly censured, nor is it material that such criticism should, in the estimation of the jury, be just. The right to comment is largely in the discretion of the critic so far as it is based on a correct statement of facts, but the criticism must be bona fide, and in his relation to his character as a candidate, as distinguished from his person, so far as the two are not inseparably linked. His talents and qualifications mentally and physically may be commented on, but base and corrupt motives should not be attributed to him without evidence to support justification."

EDITORS WITH SENSE WANTED.

The NATIONAL PRINTER-JOURNALIST, published in Chicago, has established a new department upon "Publicity and More Work." The publication was always of large value but this addition makes it well-nigh indispensable to every publisher in America. It is worth hundreds of dollars a year to any publisher with sense in his head.—*Columbia (Mo.) Herald*, June 29.

Among the Associations.

UPPER DES MOINES EDITORS.

From the Iowa State Register, July 13-14.

THE members of the Upper Des Moines Editorial Association express no regret that the twentieth semi-annual meeting of the Association is being held in Des Moines. They commenced coming in Thursday and by evening there were a large number in the city. Many more came in on the evening and night trains and it is expected that there will be fully 100 or more here today. Many of them are accompanied by their ladies. All were welcomed to the city last night by the newspaper men, who told them that the city was theirs while they were here, and that as much of it was theirs, forever, as they cared to take away with them—at the price.

During the afternoon of the first day of arrival, the members were received at the Y. M. C. A., where they were given a ten-dollar bill's worth of baseball and Chautauqua tickets and streetcar rides. Everything was made free to the editors except hotel bills, and the price of the latter was nearly cut in two. After registering and being decorated with the purple badge of membership, the editors betook themselves off to the ball game. In the evening the Chautauqua claimed their attention.

MISS KEITH IS PRESIDENT.

Miss Jennie Keith, of the Cambridge Dispatch, President of the Upper Des Moines Editorial Association, is one of the fraternity in the city who comes in for a good share of the welcome accorded the visitors. Miss Keith is a good specimen of the woman in newspaper work. She is a bright, well-informed young lady in whom the rigorousness of newspaper work has not spoiled the charm naturally hers by reason of her sex. She is a great favorite among the members of the association and her election to the office of president shows the respect in which she is held. Asked in regard to the future of the Association, she said:

"This meeting practically makes the Association open to the whole State by reason of the invitations which were generally accorded to members of the business throughout the State. All who are coming to Des Moines are joining the Association and will continue in its membership, but it is probable that the Association will be managed in the northern part of the State as of old. Its backbone has always been in the north and it is where the work will be continued in the future. It is a good thing in every way for the newspaper people of the State, but it is hard to maintain a State organization satisfactorily. Des Moines is the proper city for holding the meetings because all roads lead here."

Among the prominent newspaper men in the city for the editorial convention is Benjamin B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST. "The phenomenal growth of the newspaper of late years is to be noticed in the improvement of the papers," said he in discussing the trade. "Improved machinery and methods have brought about the change. When machines were placed in the Chicago offices, it was said that 1,400 people were thrown out of employment, but now that many and more are given work by reason of the increased advertising which has been made possible through a cheapened output. The improved quality of printed matter of all kinds and the artistic methods has added 500 per cent to the use of printed matter for advertising. Illustrations are also a great benefit. Cheap and easy methods of illustrating have made it possible to picture everything, and the result has been the beautifying of all kinds of printed matter and its increased use. The civil war was the great inducement which aided first in giving the business a big start. Previous to the war there were something like 600 publications in the country. This number has been increased today to the wonderful number of over 21,000."

EDITORS AT CHAUTAUQUA.

The Thursday evening Chautauqua programme was opened by several selections by the Metropolitan Jubilee

Singers. A number of solos were sung by different members of this company. Rev. J. J. Mitchell then introduced Mr. J. J. Hamilton, of the Daily News, as chairman of the evening. Mr. Hamilton announced that he regretted that Mayor Hartenbower, who was to have delivered the first address of welcome, was unable to be present. He then presented Mr. Frank P. Clarkson, of the Iowa State Register, who welcomed the visitors from the editorial room standpoint. Mr. Samuel Strauss, of the Leader, extended the welcome from the counting room.

The Humboldt Ladies' Quartette favored the audience with a selection and were encored twice.

Mr. Hamilton then introduced Miss Jennie G. Keith, of the Cambridge Dispatch, who responded to the addresses of welcome. Miss Keith complimented the city of Des Moines on its enterprise and the cordial manner in which the Association had been welcomed. The rapid rebuilding of the Auditorium was cited as an example of the enterprise of our city. Miss Keith declared that Des Moines deserved the Republican Convention on account of its energetic manner of providing a place for its sessions.

The speaker then proceeded to give a brief history of the Association, which was formed in Humboldt in 1890 by sixteen Iowa editors. It has expanded and grown until it is now a power in newspaper work in Iowa. She closed by again thanking the city on behalf of the Association for all the expressions of cordiality and all that had been done for the editorial association.

Hon. Lafe Young then was introduced to speak on the subject, "Governor Matt Parrott, the Veteran Iowa Editor and a Pioneer in Establishing a Chautauqua Assembly in the State." Mr. Young spoke in brief as follows:

"The life of Matt Parrott was one of the most honorable, one of the purest of any citizen of this state who has been prominent in public life. During his youth he had a hard struggle with adversity; he early entered a printing office and learned every detail of the business. He was characterized by conscientious service to his employer and an ambition that constantly impelled him forward. He became an editor, a mayor, state senator and filled other high positions. In the columns of his paper he exercised the greatest moderation and never stirred up dissension and trouble. He was an honor to the profession and is an example to every editor and newspaper man."

The Ladies' Quartette then sang "Annie Laurie."

B. B. Herbert, editor of the Chicago NATIONAL PRINTER-JOURNALIST, was introduced and echoed the sentiments expressed by Mr. Young concerning Matt Parrott, and praised the peerless State of Iowa for its prominent representatives in Congress, its honorable politics, and its fine educational advantages. "Iowa," said he, "is the Massachusetts of the West, and I am proud of the press of this State."

ORGANIZATION.

The morning session of the Association at the Y. M. C. A. was occupied with the reading of a number of papers by local printers. George A. Miller gave the first on "The Benefits of Organization." The paper pleased the editors. It advocated strongly the necessity of organization among printers in every town, and also throughout the State for the keeping up of prices and the doing away of evils which constantly trouble the trade.

Freem Conaway had a paper on "The Ethics of Printing," which also elicited great applause and which delighted and amused the visitors. He spoke of the cut-throat competition in vogue in many places and advised that such conditions be changed, being injurious to all concerned.

Following the reading of the papers, P. C. Kenyon conducted a question box in which all of the members took a hand and discussed matters of interest in the trade. The benefits of organization were also urged by Mr. Kenyon, and some practical proof offered in the organization of the Des Moines printers.

The meeting adjourned at noon to meet promptly at 1:30 in order to conclude the business and permit of enjoying the hospitality offered for the afternoon.

President Miss Jennie Keith, having joined the rest of the ladies in enjoying the drive tendered by the Woman's Press Club in the afternoon, the afternoon session was presided over by P. A. Smith, of the Scranton Journal. In taking the chair, he immediately introduced the Ladies' Quartette, which have come to attend the convention from Humboldt. The ladies sing beautifully, and their rendition of a couple

of popular favorites captured the house. Thanks were extended them in the resolutions adopted. The members of the quartette are Mrs. D. F. Coyle, Mrs. T. G. Ferraby, Miss Charlina Welsh and Miss Edna Lester.

EDITORIAL PAGE VALUABLE.

W. I. Branagan, of the Emmetsburg *Democrat*, was introduced at the conclusion of the music, and he read a paper on "The Value of the Editorial Page in the Country Newspaper." The paper was well written and gave the editors something to think over. In part, Mr. Branagan said: "While there are many good editorial writers on the country newspapers, it is a fact that too many are careless and indifferent in regard to this feature of their papers. They argue that editorial is not appreciated as it was thirty years ago and that it is the mission of the metropolitan dailies to mold public opinion as well as to distribute the general news of the world. They say that it is not the province of the country weekly to mold the public sentiment. The metropolitan dailies have the best talent that can be secured and the country editor is not able, consequently, to make his editorial of a nature that will interest the people properly.

"Such excuses for editorial laziness can not be tolerated. The responsibility rests with the country publishers to supply editorial in their fields in the best manner possible. It is necessary for the success of the paper that editorially it should be kept up in line and in touch with current events, both of the world and of matters of local importance. The people of our time are most inquisitive, and it is the part of the country editor to devote hard work and time to giving them the best editorial opinion that can be provided on all matters of interest. The people want light on every question, and the editor should be a teacher and leader. The editor can not continue to ignore the questions of the day without paying the penalty of losing in holding the influence and standing that every paper should have in the vicinity of its publication. The people of this country believe in an honest opinion and no newspaper should be afraid to express one. It may incur animosity, but that will die out. The freedom of the press is now widely recognized.

"No line of work that a man can take up will so strengthen his individuality as writing editorial on a country paper. He is conscious that all of his readers are cognizant of his identity and are watching to criticize him. Consequently he puts hard and painstaking effort into his work and is rewarded in the end by the appreciation with which his constituents will regard his paper and his writing."

Some amusement was furnished the Association by E. N. Bailey, of the Britt *Tribune*, in his paper on "Some of the Weaknesses of Newspaper Men." Mr. Bailey touched off the peculiarities of some of his fellow members in the Association in a way that highly pleased his hearers. In part, he said: "The weaknesses of newspaper men are proverbial. They are part of his life. But through them all and the pet theories he may have, he must be practical and have a thorough knowledge of the business if he desires to carry it on successfully. He must know all about it from setting the first form to paying the postage. If any of his weaknesses gets the better of his practical common sense, he will find that his paper is proving a bad business." Here Mr. Bailey branched off into recitation of a number of instances of weaknesses among men with whom he had been familiar, and the visitors had a good laugh over the descriptions of many of their familiars.

Succeeding Mr. Bailey, B. B. Herbert, of the NATIONAL PRINTER-JOURNALIST, spoke for a few minutes on "The Fraternity of the Press," and then conducted a question box which was taken advantage of by some of the members and some valuable points brought out. Mr. Herbert spoke in behalf of comradeship and unity among the newspapers of any town and State, and stated plainly the benefits they could enjoy by such brotherhood in their work for the benefit of the great mass of newspaper readers of the country. He spoke of the news gathering associations as an example. He also talked of competition and jealousy which is liable to prove a dangerous evil among followers of the profession.

CASH IN ADVANCE.

The first question put to Mr. Herbert was on the advisability of adopting the cash in advance system in the payment for newspapers. "It is a good rule," he replied, "but

must be varied according to conditions. Sometimes more money can be made by permitting an account to run than by pressing it too hard. Of course there must be a limit and no credit extended for papers or advertising to men to whom you would not loan money. The credit system has grown naturally and has become a fixture."

Following some discussion was indulged in over the Loud bill, Mr. Herbert taking the view that the present newspaper laws were good enough and all that was lacking to stamp out illicit trade was less carelessness or inactivity of the Postal Department in Washington.

He also touched upon rural mail delivery, which he said was a good thing for all papers. Sam Sloan, of the Charles City *Citizen*, expressed himself very strongly against free delivery on account of the competition which a daily in his own town was enabled to give him in consequence. "It is common horse sense to believe that the people would like to have the news every day of the week, and that consequently having read it so, that they will not care to pay for a weekly to read it over again," he said.

Mr. Herbert stated that the free delivery had increased the habit of reading among the farmers, and that they gradually got into the habit of reading many more papers than they did when they only got their mail once or twice a week.

The next meeting of the Association is to be held at Forest City. Editor Fred W. Myers, of Denison, had also been prepared to enter the claims of his home town for the next meeting, but withdrew his claims when he learned that Forest City had been seeking to entertain the Association for a couple of years. He immediately extended a cordial invitation for the summer meeting next year. W. R. Orchard, of the Glidden *Graphic*, was elected President for the ensuing term. There was no opposition. S. C. Platt, of the Iowa Falls *Sentinel*, was elected Vice-President, and Al Adams, of the Humboldt *Independent*, was continued in his office of Secretary-Treasurer. "The Association could not continue to exist without Al Adams at the helm," said an enthusiastic member.

CORN BELT EDITORS MEET.

The editors of the Corn Belt Association, of Iowa, at Storm Lake, had, in their seventh annual convention, one of the most enjoyable and profitable in the Association's history. The town, happily located on the north shore of that beautiful lake of the same name, is one of the very prettiest places in Iowa. The streets are broad, the buildings fine, the college, school building, court house and the handsomest hotel in Iowa, are all brick and stone while the business blocks are almost exclusively of the same material.

The first session of the Association was held in the auditorium on the lake front where the members of the craft, so used to the odor of printers' ink, might inhale a goodly supply of pure ozone and catch the inspiration of a close touch with the beauties of nature in which the city is so fortunate.

Mayor Baillie, in a characteristic, pleasant and easy vein, with a few well chosen words made the guests, who already felt welcome, doubly glad they were there. The freedom of the city was kindly extended which was accepted with pleasure by the President on behalf of the Association.

The first paper presented was that of H. H. Toman, of the Cherokee *Times*, "Both Sides of the Ledger in a Country Newspaper Office." It was replete with good practical thoughts that elicited a free discussion.

Mrs. A. M. Ainsworth called attention to "The Bright Side of Journalism," finishing with a story the pith of which was, that the editor who listens and follows all the suggestions of those who call at his sanctum sanctorum and tell him how to run his paper will have nothing left to print. There is no one department that every one reads, but the wise editor uses his own discretion allowing the reader to select what he wants. Interesting discussion followed.

The most practical paper, and the one perhaps that touched more upon some of the sadly neglected branches of the business, was by Mr. Will Parrot, of the Waterloo *Reporter*, upon "Newspaper Bookkeeping." Mr. Parrot has grown up in a newspaper office under the best tutorship,

has made good use of his advantages, is well up on the technicalities of office management. From charts he illustrated a very practical, concise and easy kept system of books suitable for the country paper and job office. His paper is presented elsewhere in these pages.

The afternoon meeting was convened at 2 o'clock in the spacious and handsomely furnished parlors of the Bradford Hotel, the Association headquarters.

Bert P. Mill, of the *Sioux Valley News*, opened the subject of "The Boom or Illustrated Edition," in an interesting talk followed by general discussions.

The "Relation of the Newspaper Man and the Politician" was announced for general discussion. It was participated in also by some of the local attorneys and politicians present, much to the profit and pleasure of the editors. Among the remarks particularly interesting were those of Attorneys F. F. Faville and H. F. Schultz, of Storm Lake, and of J. W. Hallum, of Sioux City, candidate for Attorney-General.

Here is a good suggestion for other conventions. Call in, at times, outsiders, lawyers, teachers, manufacturers, merchants, farmers, doctors and preachers and exchange ideas with them as to the duties and possibilities of the newspaper.

In the business session A. C. Smith, of the *Storm Lake Pilot Tribune*, was elected President, J. E. Jerome, of the *Mapleton Advocate* and Mrs. A. M. Ainsworth, of the *Onawa Gazette*, re-elected Secretary and Treasurer respectively for the ensuing year.

H. H. Toman extended a cordial invitation to the Association to meet in Cherokee next year, which was heartily accepted.

It was decided to urge every one to bring a copy or two of his paper and some samples of job work from his office to the meeting in Cherokee next year. A critic is to be appointed and the specimens will be taken up one by one for consideration. This is certainly another good idea. More can be learned by comparison and criticism than by unillustrated statements or theories.

The meeting was like a genuine love feast.

It remained for the banquet to demonstrate the hospitality of the entertainers. The large dining room in the magnificent Hotel Bradford was most beautifully decorated with smilax and carnations. The snowy linen dotted with bright new silver-ware and cut glass standing out in bold relief presented a dazzling scene as the guests were ushered in to the step of sweet strains of music. The good things to eat were many and palatable and equally so were the talks that followed.

Mayor Bailie acted as toastmaster and was much at home in timely and happy remarks.

Prof. A. V. Storm, superintendent of the Cherokee public schools, spoke of "The Press as an Educator," holding that the press is a greater educator than even our schools and churches combined. G. L. Caswell, of the *Denison Bulletin*, thought that "The Influence of the Press" upon legislation was not as potent a factor as sometimes supposed. It, however, did have a telling influence for good.

Attorney F. F. Faville, of Storm Lake, held that "The Press as a Factor in Molding Public Opinion" was paramount. It was far more than any other influence. The press can make and unmake public opinion and no man can defeat it. Few appreciate the weight of this influence.

J. S. Trigg, of the *Rockford Register*, in his talk on "Independent Journalism," paid a high and deserving tribute to the advantages of Storm Lake, with new railroads, new hotel and grand lake.

E. R. Sisson, in "The Business Man Who Advertises," enthusiastically concurred in Mr. Trigg's sentiments and expressed great appreciation for the persistent and splendid work of the local press in championing every enterprise and helping loyally to carry it through.

J. C. Welliver, of the *Des Moines Leader*, made a very pleasant talk on the topic, "Duty of the Citizen to the Local Press."

The whole programme was interspersed with music of the first grade by local talent. Messrs. Brown and Werner and Mesdames Alexander, La Grange and Doughty won high favor with the guests in solos and duets. The mandolin club also acquitted itself with much credit. This article would not be complete without special mention of the local press, who planned and carried out so well this entertainment, so complete and enjoyable.

EDITORS BY THE SEA.

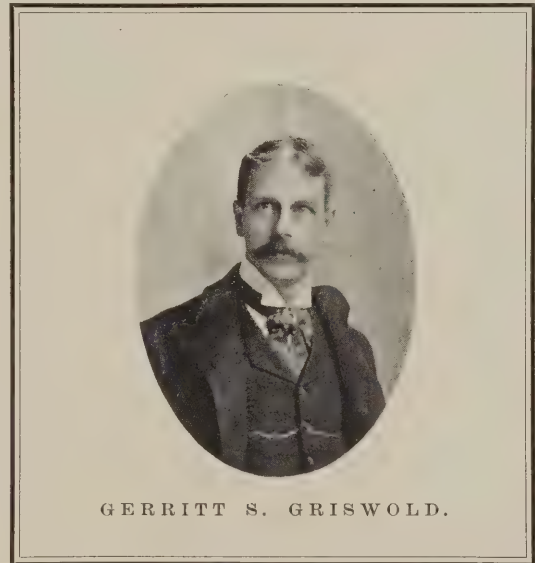
NEW YORK PRESS ASSOCIATION AT BRIGHTON BEACH.

As Reported in the New York Papers by the American Press Association.

Coney Island, that Mecca which attracts so many thousands during the summer months from all parts of the country, was pretty thoroughly possessed on June 26, 27 and 28 by the editors of New York State, their wives, sisters, sweethearts and children. The forty-fourth annual convention of the New York Press Association was held there. The meeting place was the Brighton Beach Hotel, but neither the limits of the island nor those of the borough of Brooklyn measured their journeyings. They saw everything to be seen, and saw it probably as thoroughly as any gathering ever saw it. This perhaps was because the local arrangements were so carefully perfected that nothing was left for the sightseer except to see.

The advance guard of the Association arrived at Brighton Beach Hotel Monday night. Tuesday morning the arrivals followed each other in rapid succession.

When Gerritt S. Griswold, of the *Batavia News*, President of the Association, called the first session to order at 10 o'clock Tuesday morning there was a larger attendance



GERRITT S. GRISWOLD.

than usual. The conditions were ideal. Messrs. Roche and King, proprietors of the Hotel Brighton, had made every necessary arrangement to make the stay of the editors thoroughly delightful. Their meeting place on the second floor of the hotel, looking out upon the ocean, was spacious, cool and in every way inviting. After briefly welcoming the members of the Association, President Griswold introduced the Rev. E. D. Kelsey, pastor of the Brighton chapel, who offered prayer.

PRESIDENT GRISWOLD'S ADDRESS.

The President's address, which followed, was heartily enjoyed and was punctuated frequently by enthusiastic applause. He said:

Members of the New York State Press Association.

LADIES AND GENTLEMEN: An association that has existed for forty-four years and at the end of that period is so strong in numbers and in the character of its membership as the New York State Press Association is today must have good reasons for its existence. That little band of publishers, now with but two or three exceptions gone to their reward, who founded this Association, builded better than they knew. Their object was to lift up, dignify and, by co-operation and the exchange of ideas, improve their position in a professional and material way, and their purpose has been accomplished, for the newspapers both in the cities and in the smaller towns have been making strides forward ever since. No other business has undergone

greater development during the past fifty years, and none has achieved more for the general welfare.

Fifty years ago the possibilities of the newspaper both in city and country were much more limited than now. The conditions were such that the income was largely dependent upon the favoritism of political or business leaders in the community. This developed a class of editors who, though nominally at the head of their papers, were in reality but the mouthpieces of others. It was the newspaper men of that day who, foreseeing the possibilities open to the publisher who would break aloof from such dwarfing surroundings, organized the New York State Press Association. We gather here today to enjoy in a measure the fruits of their labors. The business of newspaper making in which they were then engaged has made wonderful progress during the intervening period, and the newspaper of 1900 is altogether a different sort of a product from that of half a century ago. In some respects it may not have improved, but, admitting its failings, which are manifest to those who make the papers as well as to those who buy and read them, the newspaper is today in the van as the protector of the people's rights, the vigilant, eagle-eyed guardian, upholding the right and combatting evil, ever watchful of the best interests of the Nation, State and Municipality. In encouraging its members to maintain a high standard for their newspapers, an appreciation of the responsibilities which rest upon them and in fostering a desire to emulate all that is helpful and discard that which is harmful, this Association has performed good work, and will, I trust, continue its usefulness for many years to come.

Any man or woman who engages in the newspaper business may well be proud of the calling. The learned professions require no stronger attributes of mind than does the ceaseless activity of the newspaper life. Something more than mere adaptability is essential to make it successful. "The newspaper man is born, not made," is a solecism; for while it is true that certain qualities are intuitive in the best newspaper men, both in the editorial and business departments, yet it is not to be assumed, because a man has a predilection for the printer's art, or the literary bent, that he is sure to make a successful editor or publisher. Many of the natural born newspaper men are brilliant but impractical, and, while they do admirably in making copy under the guidance of a competent editor, they seldom succeed if they endeavor to engage in the newspaper business on their own account. This type of newspaper man was more in evidence half a century ago than now. He was brilliant, erratic, shiftless, and made a name for himself, but no money. Recent years have brought to the front a new type of the newspaper man—able, clean cut, hard working and self respecting, loving his work and devoting himself to it, not alone because it affords him an honorable and comfortable livelihood, but for the sense of satisfaction in well doing that is in itself a reward for earnest and conscientious application. With the development of this type comes still another—the charlatan in the business, whose presence is much to be regretted, and to whom may be laid much of the latter day criticism of the press. Unscrupulous and mercenary, with no appreciation of the responsibilities of the newspaper, but with a mighty appreciation of its "pull," without any natural or acquired ability in this special field of labor, this man controls a paper for the sole purpose of exploiting his own business or political schemes, or wrecking those of others. He usually has capital at his command, and with the assistance of the bright young men, whose services his money will secure, poses as a molder of public opinion while promoting his own selfish ends. Fortunately the public soon recognizes the newspaper that is printed on these lines, and its influence is nullified, even though it may make a great commotion as an "enterprising journal."

In that field from which the membership of this Association is largely drawn—the towns and smaller cities of the State—the character and standing of the newspapers have continued to advance, and their conductors take their place where they belong, among the leaders of the best sentiment of the community. They are recognized as an important influence in the advancement of every interest that tends to promote the general welfare. It should be the aim of every publisher to make his paper secure this recognition, because it is not only creditable to him but equally sure of bringing to him a just reward for his labor. It is not reasonable for a publisher to expect that his paper will reach the full measure of success unless all the sources from

which it may hope to obtain sustenance are carefully nurtured, any more than it is for the agriculturist to expect to grow a crop without careful and intelligent cultivation of the soil; neither is it possible to obtain the best results without adequate assistance in all departments. Economy consists in spending money judiciously where it will bring the best returns. To achieve all that is possible in our respective fields we must give the people what they want, and they have the right to expect that they will receive the best product of our ability. Quality should have the preference over quantity every time. Whatever we do we should do well. I have as much admiration for the man who, in the circumscribed field of the country village, prints a bright, clean weekly, as I have for the great newspaper man of the great city who, with his thousands to cater to and the almost limitless sources of income, produces the wonderful daily journal of this country, which is today among the wonders of the world.

About a month ago a number of the members of this Association, who are also members of an organization of the publishers of the daily papers of the smaller cities of the State, held a meeting in the historic city of Kingston. After the business session, on the invitation of Mr. Klock and Mr. Kraft, the editors of the two daily papers of that city, those in attendance were treated to an excursion back in the Catskills, with the accompaniment of a trout dinner. The little village which was our objective point was delightfully located, charming in the quiet which pervaded even the principal business street, and attractive in that restful atmosphere which brought on Rip Van Winkle's long period of somnolence. The little village had its local paper, too, and to the editor of it we were indebted for the trout which were most generously supplied for the dinner. At his invitation we visited the printing office. It was primitive, consisting of a hand press, a small jobber and a limited variety of display and body type, but what interested me most was the youth who, as the assistant to the man who conducted the business, got out the edition of the weekly paper. At first the boy was rather diffident, but in reply to questions soon manifested a familiarity with his duties, a love of his work and a desire to acquire knowledge of it that gave promise of a successful future. Who knows but that this young man, spurred by an ambition to make a career for himself, may round out as one of the great newspaper men of the next generation? Many of the successful publishers of the present day have started amid equally humble surroundings.

At the last session of the Legislature a bill was passed making it a misdemeanor for a newspaper owner or editor to approach a candidate for office with an offer of support for a valuable consideration. This bill was generally applauded by all the self respecting newspapers and I believe is calculated to purify and make more honorable the business of newspaper making. It would not be out of place to urge that a companion measure be introduced at the next session making it a misdemeanor, and carrying equal if not more stringent penalties, for a candidate or party manager to approach a newspaper with the offer of reward, either cash in hand or favors yet to come, for the support of men or measures which otherwise he would oppose. The honorable, self respecting newspaper man would decline such offers as scornfully as would the man of conscience spurn the briber who seeks to buy his vote, but because such things are done, and newspapers that sell their support for a mess of pottage do exist, the credulous public is too willing to believe that such influences generally prevail. As a matter of fact that number of papers is very limited. Happily the newspaper has become too much of a business institution to need or seek an income through such illegitimate sources. The upright, able paper, that steers clear of entangling alliances, secures the support of people and party on its merits. It neither has to ask reward nor be bribed to support the party on a purely commercial basis, and it cannot afford to bring the suspicion of dishonor to its door by a course not approved by and in harmony with the sentiment of its constituents.

We are to-day confronted by business conditions that were not fully expected one year ago. Print paper has advanced at least 50 per cent, and type from 15 to 25 per cent. There is opportunity for wide divergence of opinion as to whether this advance is detrimental to the best interests of the publisher. The rise in prices can hardly affect the net income of the established weekly newspaper

to the extent of causing serious loss. It does make a vast increase in the cost of production to the publisher of the city whose daily consumption of paper runs into the tons. The effect has been to make him less generous with his sample copies and more conservative in pushing his circulation at remote points where it comes into competition with the local papers. At the same time the publisher of the inland paper has had his attention directed to the necessity of observing the small economies, and revisions of the subscription list, weeding out the non-paying ones, and more strict distinction between the news item and the advertisement that should be paid for, has in many instances, I have no doubt, more than made good the extra cost of print paper. While it is next to impossible and certainly unwise to make any advance in subscription prices, more strict attention to the details and a little more exertion will make good the loss occasioned by the rise in values. We must remember that not only the printing business but nearly every other industry is affected more or less by the rise in prices, and that while it takes from us in one way it comes back to us in another, so that things are quite equitably arranged after all. The time was, only a few years ago, when "the man with the hoe" or anybody else could start a newspaper. All the paper mills were ahead of their orders and willing to sell their product on many months' time. The typefounders would allow any man credit for an outfit who in return would give a chattel mortgage. To be generous we will admit that this was fortunate for the budding geniuses who desired to go into the business, but it was decidedly unfair to the man who had built up his newspaper after years of application and had to meet competition fostered by such conditions.

The spirit of fraternity, the lasting friendships and good fellowship which this Association promotes are among its most attractive features. Those who are rivals in business at home come to the annual gatherings with hearts softened and asperities cast aside, all animated by the one desire to enjoy and to have others enjoy the benefits to be gained at the meetings. We are a large family of friends, imbued with the same ambitions, striving for the same ideals. No factional discords, no business rivalries disturb the smooth waters upon which we float our ships. If it is good to dwell together in harmony here, it is equally desirable that we should observe the amenities at home. Closer acquaintance adds to our mutual respect for each other. The Association has a large membership, but there are many editors and proprietors of newspapers throughout the State who would be welcomed into our fold. It is my belief that any publisher will gain much that will be of practical value to him by becoming a member of the Association. I acknowledge the good it has done me in a practical way, as well as the great enjoyment in friends made and happy days spent in association with the members.

We have a delightful meeting place this year, and I trust that you will enjoy yourself to the utmost. Thanks to the splendid executive ability of our much beloved Secretary, Mr. Bunnell, who booms Pan-American expositions, makes Vice-Presidents—or tries to, prints one of the handsomest and ablest of weekly papers and still guides the destinies of the New York State Press Association, and the able and indefatigable labors of the local committee, we have a programme of entertainment laid out that cannot fail to please all. But as "business comes before pleasure," let all make it a point to be at the business sessions promptly that the programme may be fully carried out. Then, when we have finished what business is before us, "let joy be unconfined," so that, invigorated and refreshed by our few days of recreation, we may return to our homes and our work better equipped than before, and firmer than ever resolved to uphold the dignity and honor of that most exacting yet always delightful and absorbing avocation—the newspaper business.

(To be concluded in the September issue.)

* * *

All Typothetae members will be pleased to know of the reorganization of the Burke & McPettridge Company under the corporate name of John R. McPettridge & Sons. Mr. John R. McPettridge is a Past-President of the United Typothetae of America. Business disaster is said to have come through the long-concealed dishonesty of a former employee

of the old company. The creditors afforded every possible opportunity for reorganization of the company that had been long and favorably known as one among the largest, most progressive and enterprising printing and lithographing establishments of Philadelphia.

* * *

The editor of this paper acknowledges an invitation to be present at the opening of the Ashcraft Cotton Mills at Florence, Ala., on July 3. Absence in the East prevented an acceptance. The invitation was accompanied by the following note:

FLORENCE, Ala., June 19, 1900.

DEAR SIR: The newspapers of Florence desire to second the invitation inclosed for the "Factory Day" celebration, and to assure you that your presence would be a source of pleasure.

The Florence Herald,
The Florence Times,
The Florence Democrat.

[On which we wish to remark that here is a hint to editors in other cities of the United States, to be in touch with all local industrial interests and ready to join hands in the building up or forwarding the interests of all local, manufacturing or other worthy undertakings. The fact that this "second," signed by all the editors, was sent with the formal card of invitation, also indicates that the promoters and builders of the "Mills" appreciate and recognize the power and influence of the local press.]

* * *

Central Illinois editors met at Tuscola, Ill. The following officers were elected: President, Owen Scott, of Decatur; Vice-President, C. W. Wilson, of Tuscola; Secretary, C. C. Lewis, of Arcola; Treasurer, Int Stanley, of Lovington.

* * *

The Steuben County (N. Y.) Press Association held its meeting at Corning, June 7. The officers for the ensuing year are: E. S. Underhill, President, Corning Democrat; A. H. Bunnell, Vice-President, Hornellsville Times; A. G. McCall, Secretary, Bath Plaindealer; L. H. Brown, Treasurer, Hammondsport Herald.

* * *

Southern Illinois editors met at Carbondale June 1 and 2 and elected: President, Luther T. Scott, of the Carbondale Free Press; Vice-President, Edgar A. Davie, of the Anna Talk; Secretary, R. B. Thompson, of the Metropolis Herald; Treasurer, W. J. Seil, of the Grayville Mercury. Executive Committee—G. Lay Wolfe, chairman, of the Brooklyn Eagle; John H. Barton, of the Southern Illinois Herald, and State printer expert of the State, and Lucas Parker, of the Vienna Democrat.

* * *

The Engravers had a most profitable and enjoyable outing and convention at the enchanting city of Cleveland, Ohio, July 16, 17 and 18. The first session was devoted to reports of officers and election of new members. At the second session the annual address by President George H. Benedict was delivered. It was in every way practical and the recommendations made therein were adopted.

A most excellent paper was read by L. B. Folsom on "What Are We Here For?" The third session was devoted almost entirely to the "Report of Price Committees" and "Consideration of Adoption of a Standard Scale." The fourth session was devoted to "Report of Labor Conditions" and to new business. At 8 p. m. the second day Mr. Leon Sanders of St. Louis read a thoughtful and valuable paper on "Present Tendencies and the Outlook for the Future of Photo-Engraving." Matters of special business were transacted. At the last session, Wednesday, July 18th, the Committee on Resolutions made report and unfinished business was transacted. It was decided that the next annual convention of the Association should be held at the same time and place as should be chosen by the United Typothetae of America for its 1901 convention, and with this the fixing of dates and making arrangements, etc., were left in the hands of the executive committee.

The following officers were elected and installed: President, George H. Benedict, Chicago; First Vice President, H. G. Bogars, Cleveland, Ohio; Second Vice President, L. F. Eaton, Detroit, Mich.; Third Vice President, Mr. Bragdon, Pittsburg, Pa.; Secretary, Charles C. Cargill, Grand Rapids, Mich.; Treasurer, B. W. Wilson, Jr., 411 Pearl street, New York.



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Official Paper of the National Editorial Association.

Published Monthly by the

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Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - AUGUST, 1900.

Peat is said to afford excellent fiber for paper making and now the peat bogs are to furnish the pulp out of which to make the paper to hold the world's experiences, and are to save the world's forests. Out of dampness and darkness is to come light.

* * *

Special and thorough training for editors is coming to be widely advocated by the most practical and successful newspapermen. The remarks on this topic by President Griswold, of the New York Press Association, printed in this issue, should be carefully read. President C. E. Wood, of the Iowa Cornbelt Association, had in his annual address some valuable thoughts along the same line, on which more will be said in the September issue.

* * *

The Ottumwa (Ia.) *Courier* shows that in the past five years \$65,000 have been sunk in trying to establish four, now defunct, newspapers in that city. There can be more papers than can be made to pay very easily. If a man wants to run a paper where the field is already well occupied, he better pay a very large price for one already established than to undertake a new venture. A newspaper once established, if carefully conducted and run on business principles, is hard to kill, no matter how daring and brilliant may be the new paper or how much capital may be back of the new enterprise. A paper must find a demand, a want. It can not be forced on the public alone by work or money.

* * *

In the discussions at the Upper Des Moines Press Association, the question was brought out with regard to the effect of free rural mail delivery on weekly papers. Expe-

rience has taught that where papers give the news that is wanted, the circulation of papers has been increased. The system helps to get more news and brings the people in closer touch with the rest of the country. However, if there is a wideawake, pushing local daily in the field that gives all the local news every day, it would doubtless have a great advantage over a weekly paper in the same field. If one market man delivers fresh meats or vegetables every day, he will soon get away with the man who delivers no better goods once a week.

* * *

Subscribers to and readers of this paper should ever remember that everything published herein is for printers, binders, book makers, publishers and editors or members of related trades. It is intended to help all these classes in printing, publishing and editing, and also in securing more work, more advertising and better prices. The paper does not go to advertisers except such as advertise therein and those dealing in paper, ink, presses or other printing and binding machinery, type and material and the leading engravers. Nothing said in these pages will reach or influence advertisers as to circularizing, job work or advertising except as printers, editors and others use the contents to help educate advertisers. Many things with regard to advertising in newspapers are published with the hope and wish that they will be found useful to republish. Other articles are intended to suggest better methods of preparing advertisements and of advertising the newspaper and job office. We seek the truth, the best and most useful methods. Our pages are open for criticism, discussions or suggestions. If we are not right we desire to be put right, for the right, in a fair, equal, open contest, must ever win.

* * *

Thousands of members of the National Editorial Association will be rejoiced to know of the naming of Past-President A. B. White for the honorable office of Governor of West Virginia. This feeling will exist irrespective of party predilections or affiliations, for White "is a jolly good fellow, as everybody knows," and has always been so noted. He is much more than this, but then these words, as used, are intended to cover all kinds of good qualities. Elsewhere we reproduce the first page of a West Virginia paper giving an account of Mr. White's triumphant and unanimous nomination. This reproduction has been made because the page of itself is handsome and a worthy model in its line, and also for the reason that it reproduces the features of the noble, companionable gentleman, true citizen and friend, in whom so many of our readers feel a personal interest from acquaintance and comradeship. Mr. White was President of the Association in 1887 and presided over the Convention that met that year in San Antonio, Tex., but his connection with the organization did not cease with the ending of his term of office. He has taken a lively interest in its affairs ever since and has attended many conventions, as well as meetings of the Executive Committee.

* * *

An editor should not be a pessimist, if he is not an optimist. People have enough of the burdens of life without being compelled to bear the gloomy forebodings of a dyspeptic mind poured out through the columns of a newspaper, that above all things should be filled with good cheer as well as with news. Sparkling, bright, refreshing, are among the most essential qualities of a newspaper as well as of the cup of pure water, brewed in nature's laboratory, that cheers the weary and thirsty more than costliest wines,

while it does not inebriate. In this free land, where members of every community, blessed with all that is beautiful in nature, surrounded by abundance, enjoy all the advantages offered by highest enlightenment, peace, security, happy homes, newspapers, libraries, good schools, churches and society, are ready to claim their happy region the best in the land, a very Garden of Eden, the gloomy, too-often-quoted lines of Goldsmith, "Ill fares the land to hastening ills a prey," have more than once seemed to be in bad taste and out of place. We have felt like attempting—as we did at Des Moines, Ia., a few days since—a cheerful parody on the pictured woes of men's decay, and to exclaim in some such words as follow:

"Well fares the land to every hope an heir
Where nobler sons, new opportunities share."

This may not be good poetry, but the sentiment is more in harmony with the present conditions in America than the other words of Goldsmith in his "Deserted Village." Prophets of ill and of decay are out of place in this land and especially out of place in the editorial room of American newspapers.

fund of considerable amount to enable the Typothetæ to uphold such a policy.

Third—The employment of a paid officer to aid in making settlement of all difficulties with the unions in accordance with such a policy; to strengthen our organization, and to develop its usefulness in other ways.

In regard to obtaining work through a promise to use the union label, while I would not call such practice "dishonorable" it does seem to me anything but "square." A firm that does not have the right to use the label is generally one that is holding out against some arbitrary demand of the unions. The fact that it does hold out is the only check upon the unions' making demands all the more arbitrary and unjust. To take advantage of the fact that a competitor is taking this stand seems to me unmanly and an act which our employees would be ashamed of. It is the duty of every employer as an American citizen to see that his workmen are upheld in their right of free employment. A strike carried on in accordance with the law, resorting only to persuasion, is the legitimate recourse of the workingman against the unjust demands of an employer. It thus becomes an economic struggle upon the principles of supply and demand and the outcome is economic justice. But when strikes are carried on through threats, intimidation, and especially when ordered by others than those directly affected and against their will, they are a menace to our republican principles and their success

A WORTHY TRIBUTE.

One of the interesting episodes of the recent Convention of the Upper Des Moines Editorial Association was an address, on the evening of July 12, at a meeting of the Association held in the great Auditorium at the Chautauqua Park, by Mr. Lafayette Young, editor of the *Daily Iowa Capital*, in honor of his old friend, Hon. Matt Parrott.

INTRODUCING THE SPEAKER.

Mr. Young's life has been passed in Iowa. It is his birthplace. There he learned his trade of printer. There he followed his calling and won hosts of friends. The President of the Association in the opening address referred to him as "the next Governor of Iowa" and the words were heartily cheered.

Mr. Young is something past 50 years of age, is a native of Monroe County, Iowa, learned to set type in the office of the *Albia Union*, finishing his trade with Mills & Co., of Des Moines. In 1870 he was city editor of the *Des Moines Register*. In 1871 he established a paper at Atlantic, Iowa, called the *Telegraph*, which he successfully published nineteen years. In 1890 he bought a well-nigh defunct daily newspaper at Des Moines called the *Capital*, and has made it a great success. The paper is now a thoroughly modern daily newspaper, with a building of its own, having a larger circulation than any other Republican paper in Iowa. Mr. Young served twelve years in the State Senate while living in western Iowa. In 1893 he was a candidate for Governor for one week and came within a few votes of being nominated at the time of the nomination of Hon. Frank D. Jackson. While living in western Iowa he had an opportunity to go to Congress, which he declined. He was with the Fifth Army Corps as a newspaper man in the Santiago campaign, and has made quite a reputation as a stump orator. Not a day passes that he does not decline an invitation to make some sort of a public address. He enjoys his newspaper work and asserts that he is not an office seeker.

TRIBUTE TO HON. MATT PARROTT, DECEASED.

Mr. Young spoke with deliberation, but with a calm earnestness that showed deep respect and feeling.

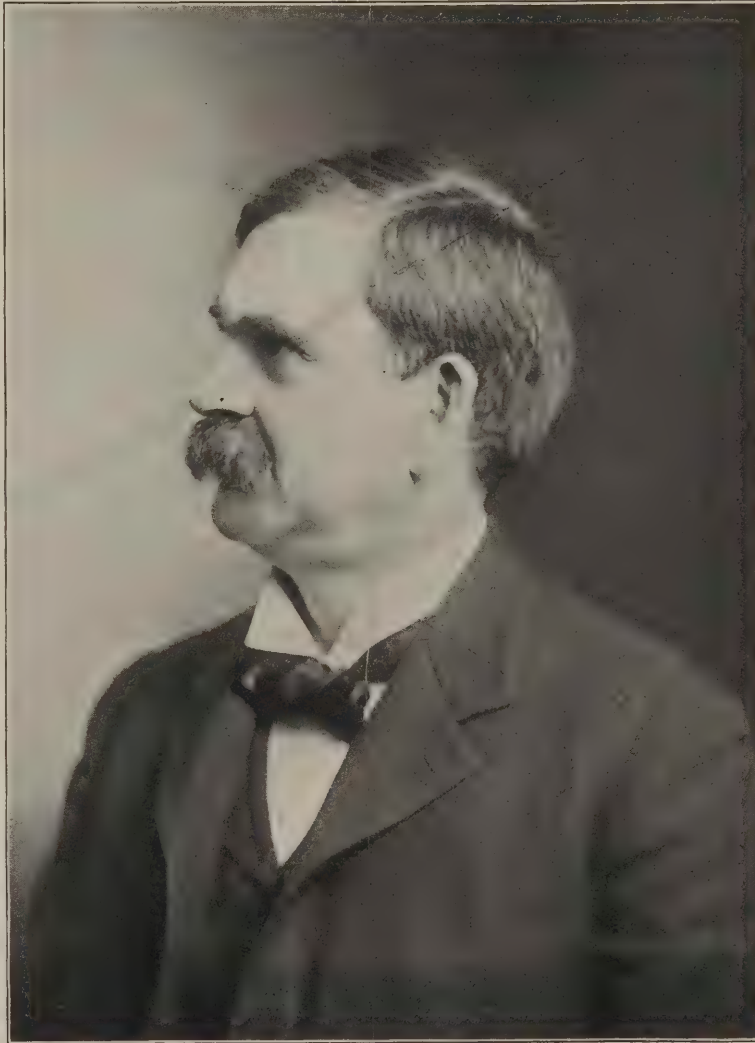
Mr. Young said in part:

"It has been five hundred years since the invention of movable types. The world's progress therefore began five hundred years ago. Now printing is universal. In some form or other it is made use of by everybody. In business it is in every form and indispensable.

"If I were asked what I would rather do, above all things else in the world, I would say that I would rather take a

printing office, locate on the prairie, and help start a new town, naming the streets and setting out the trees and deciding where the parks and squares should be and getting acquainted with all the other people who had come in from all the parts of the earth. There is nothing so inspiring as to be at the beginning and start something of your own. Every old printer loves to talk about the "old shop." Some there are who would be willing to live life over if once more they could be placed in the old office, with its Washington hand press, its long ink roller, its twenty-five pound keg of ink, its "bank" and all its rude appliances, with its one "jour" printer, who had worked in all the States and drank the product of corn in all languages and who could answer any questions in art, science or religion—a printing

office through whose roof the snows of winter could readily fall. Once a printer, always a printer, and nothing in the memory can drive out the recollection of the old days in the old shop. Once when I lived in western Iowa a large, middle-aged man, with the air of being at home anywhere, strolled into my office and sniffing the atmosphere, said: "Same old smell; same old printing office. Laff Young, how are you?" The man was the late D. N. Richardson, for forty years editor of the *Davenport Democrat*, philosopher, thinker, lover of the beautiful in nature and art, a charming companion and lovable man. We were friends ever after. Richardson had not forgotten the old shop. Since our last meeting one of the honored members of this Association, Hon. Matt Parrott, has passed away. I attended his funeral at Waterloo, where the people who had known him for thirty years paid to his memory their last respects. When the young minister said in his oration that Matt Parrott was honest, true, sincere and loyal to every duty, the people nodded their heads



HON. LAFAYETTE YOUNG.

EDITOR DAILY STATE CAPITAL, DES MOINES, IOWA.

to emphasize the truth. So confident were the nearest relatives of the dead editor that he had gone to the better land that they refused to mourn in the ordinary sense. They preferred to say their loved one had simply gone before. Matt Parrott started at the age of thirteen, empty-handed. But he was determined to win and to win by honorable means. From the printer's case he became a publisher and editor. He was always a lover of peace and decency and in no time of public excitement could his paper be caused to abuse good citizens. He criticised sparingly and always evidently with the consciousness that all men are mortal and liable to error. No man had money enough to hire him to lie. In all the press of Iowa no more noble example of the true conception of the editor's mission could be found than was embodied in Matt

Parrott. We all remember his sturdy manhood, his unflinching integrity. He held every lie in contempt in politics as well as in other things. He has gone to his reward. He is in heaven as surely as there is one for good men. In the language of Baker at the grave of Broderick, we can say, "Comrade, friend, editor, statesman—hail and farewell."

U. T. A. CONVENTION AT KANSAS CITY.

Programme for the Fourteenth Annual Convention of the United Typothetae of America, September 24-27 — Local Notes
About the City and its Greatness — Kansas City
Typothetae Dwelling Together in Unity.



KANSAS CITY has established a reputation as a Convention city as well as a world-wide fame for enterprise. The editor of this paper visited the city on the occasion of the meeting there of the Missouri Press Association one year ago in August and wrote quite fully of what was then observed of the city's progress. A visit again last month showed that what was then told and prophesied had been proved or fulfilled in a way to spread the city's good name and to prove exceedingly gratifying to the citizens. In our illustrations our readers will note something of the progress made in elegant buildings and in the improvement of public parks. Last year the old Auditorium, or Convention Hall, was standing, but since then, as all the world knows, it has been burned and a more elegant



Lyceum Hall, Kansas City.

Place of meeting of the United Typothetae of America, September 24-27, 1900. This hall is within on the street floor of a large office building. It is splendidly arranged, and is situated within the building so as to be entirely free from the noises of the street. It is in every way an ideal place for convention meeting.

one has been erected in its place. Of this new building Mr. Foster Coates, a man of wide reputation as an editor and newspaper writer, recently wrote, speaking of a meeting there of the Democratic National Convention:

"I have been at many National Conventions, and at none have I ever found so perfect a Convention hall. I do not know who constructed the immense amphitheater, but as a New Yorker I do know that we ought to have just such a building as that in the metropolis. Our Madison Square Garden in no way compares with it. Your building is splendidly arranged. The acoustic properties are all that could be desired—the arrangement of seats admirable in every way."

We regret our inability to give a view of this great building, but the leading printers of the United States will be

able to see for themselves during the approaching Convention, arrangements for which are being made on a liberal scale, as the following programme will indicate:

PROGRAMME U. T. A. CONVENTION, KANSAS CITY, SEPT. 24-27, 1900.

Headquarters, Baltimore Hotel, Eleventh Street and Baltimore Avenue.

Place of Meeting—Lyceum Hall, Ninth Street.
Monday Evening, Sept. 24—Reception at the Commercial Club.

Tuesday, Sept. 25.

9:30 to 12 a. m., Business Session; 12 m. to 1:30 p. m., Recess.

1:30 p. m. to 3:30 p. m., Business Session.

3:30 p. m. to 5:30 p. m., Carriage Drive through City and Parks.

8 p. m., Visit the New Convention Hall and the "Home Products" Exhibit.

Wednesday, Sept. 26.

9:00 to 12, Visit Stock Yards and one large packing-house.

12 to 1:30, Lunch.

1:30 to 5:30, Business Session.

8 p. m., Theater party.

Thursday, Sept. 27.

9:30 to 12, Business Session.

12 to 1:30, Recess.

1:30 to 5, Business Session.

7:30 p. m., Banquet.

ENTERTAINMENT FOR THE LADIES.

The Typothetae ladies of Kansas City met at the Typothetae rooms June 28 and organized for the entertainment of the visiting ladies of the United Typothetae of America during the Convention, as follows:

Monday afternoon, Kansas City ladies will call upon visiting ladies.

Monday evening, attend reception given by Commercial Club.

Tuesday morning, ladies attend opening meeting of the Typothetae.

Tuesday afternoon, drive through the city.

Tuesday evening, "Home Product Show," with the gentlemen.

Wednesday morning, drive with the gentlemen to the Stock Yards, if desired.

Wednesday afternoon, lunch at tea-room at 2.

Wednesday evening, theater party.

Thursday morning, musicale at the Atheneum; from there to the Public Library.

Thursday night, banquet.

It was suggested that a card be printed of points of interest for the use of the visiting ladies.

THE TYPOTHETAE ROOMS AND THEIR USE.

Speaking of the Kansas City Typothetae Rooms, it was the privilege of the editor of this paper to be invited to the daily midday lunch of the members of the Typothetae. This idea of employing printers meeting and eating together every day at the same table was so novel and had connected with it features so useful that a photographer was at once telephoned for, and views obtained of the club-room proper and of the dining-room for presentation to our readers. The employing printers of Kansas City are like one family. The attempt to perpetrate a wrong upon them and the successful resistance of that wrong have combined to bring them very closely together. What seemed a calamity is proving a benefit. Business is now conducted on business principles. Instead of trying to ruin, each is ready to aid the other. Not only this, for, unlike the members of some selfish organizations that seek the ruin of all who do not subscribe to, join in and submit to rule and taxation for the carrying out their ideas and their attacks upon others in their rights, the members of the Kansas City Typothetae are ready to help others, even outside of their own city. We learned this as far away as Des Moines, where the employing printers gave instances in which these honorable men—printers of Kansas City—had refused to secure outside work by cutting prices. This is a true fraternity that recognizes the right of all men to live and to conduct business for the just end and object of a rea-

sonable reward for labor and capital without the constant danger of having business ruined through others taking the work at ruinous prices, merely as a "filler," or otherwise, because it comes from another city.

In this matter of meeting and lunching together every day, Chicago, New York and scores of other cities could well imitate Kansas City. The plan was a growth and not an invention. Rooms had been secured, when local dealers, with a wise liberality, offered to fit the same up in a handsome manner. The offer was accepted, and the work was done in a way worthy the object in view. Then someone proposed the idea of the joint midday meals, as the three rooms afforded facilities for the purpose. A colored man was hired, who is a good cook, to come to the rooms at about 10 a. m., to prepare and serve the meals and do the necessary work, requiring in all about

In this, it need scarcely be added, the plan has been eminently successful. Another very gratifying feature with regard to the Kansas City Typothetae was manifested in a practical form, and wholly in accordance with the declared principles of the United Typothetae of America. It is that of standing by loyal workmen. The principle as promulgated in the constitution of the United Typothetae at its inception and which has never been changed is "the right of the individual as opposed to the arrogated rights of trade societies" and on the part of employers "the right to regulate their own affairs." The members of the Kansas City Typothetae very sensibly and reasonably recognize in this an obligation to stand by those workmen who stood by the employers in the attempt to maintain these declared rights, which are inherent to all the citizens of a free country. For this reason an attempt is made to



Office of Hotel Baltimore, Kansas City, Headquarters of United Typothetae of America.

four hours. The meals are served on the table in family style, and we can testify that the food is much better than one generally gets at a Chicago or New York restaurant, and includes coffee or tea and dessert, which latter consisted, on the day of our visit, of most excellent ice cream in liberal amount. The cost for the past month averaged twenty-four cents a meal for each person—at least from a third to a half less than would be the charge at any good restaurant in either of the two cities named. The payments are made each month on a statement rendered. We mention these facts not that economy in the cost was the original design, but only to show that the plan is economical and need not be rejected on account of its being too costly. The idea was that of daily association and opportunity for conferring together without the loss of time.

keep in touch with independent workmen, who have not bound themselves to the dictation of unions or union bosses, so that they are compelled to put themselves at war with their employers. To this end an efficient secretary is employed and kept at the rooms of the Typothetae, to whom independent journeymen or those seeking apprenticeship or work can apply and to whom any member can give notice if in need of workmen. The Secretary performs other important duties usual to such an office, but this is one of the distinguishing features of his work—the looking out for and keeping in touch with independent workmen. The Typothetae members long since adopted the nine-hour day and pay the regular scale of wages, but claim, as essential to business security and success, the right to manage and control their own business and affairs

through direct and mutual agreement with their workmen, without interference or molestation by outsiders, whether "organizers," officers or representatives of pretended "labor" unions or others.

The nine-hour day means full pay for a day's work, but if, on account of a rush of work or other cause, it is necessary to work over hours, they claim the right to make their own contract with their workmen as to pay for such overtime.

Employing printers are seldom if ever able to charge their customers extra for work because on account of some unforeseen event or condition the office has been compelled to run overtime to get it out. To make a demand for such extra pay would be laughed at by customers. To pay more per hour for work after the nine hours are completed is to put a premium on soldiering and dilatoriness or delays. The employer gets no extra pay for overtime work, and it is hard to see why the workman should receive pay of price and a half unless special agreement is made to that effect. The employees are equally interested with employers in satisfying customers and keeping the work going. So the custom prevails of paying full regular prices for the time worked, and in this the employer is and expects to be the loser, as workmen, on their own statements and as is shown by experience, can not do as much work in the extra hours, when they are weary from the day's toil, as they will average in the regular hours. Besides, working over hours tells on the efficiency for the next day. Overwork is resorted to only in case of necessity and in any event a loss must result to the employer therefrom.

KANSAS CITY.

BY MINNIE MCINTYRE.

Kansas City! What is she?
Lusty infant prodigy,
Full of grit;
You can almost hear her grow,
Is she foggy, is she slow?
Not a bit.

Queen of all the Western land,
Girt with Railroads she doth stand
Commerce' head;
And the magic of her name,
And her markets' wondrous fame,
Far have spread.

Known in every town and state
For her public spirit great
Without end:
Known for her Convention Hall
Splendid building, pride of all,
Stranger, friend.

—From *Kings and Queens of the Range*.

All this and more will be fully demonstrated to the delegates of the United Typothetae of America and their friends not only by the view of the city, with its magnificent buildings, the great Stock Yards and slaughter and packing houses, but by the extended and rich exhibits of the "Home Products Show" in the great Convention Hall. It will be a splendid object lesson to many Eastern visitors, showing the resources on which this great Western city is being built up in a way to be the wonder even of the great region west of the Mississippi, where rapid development has been the rule. The various manufactures of steel, hardware, brass, ornamental wire and iron, engines, etc., starch mills, bicycle works, and other factories, usually supposed to be confined to the Eastern States, will be found surprising as to numbers and extent. Among the rest the printing and publishing industries, the newspaper and job offices, have taken high rank, while paper and printers' supply houses do a very large business.

As indicated, the Kansas City printers are hospitable as they are loyal to principles of equity, justice and liberty.

They are preparing to give their brethren, the delegates from the Typothetae of America, and their friends, a suitable reception, and to this end have appointed the following committees to look after their comfort and pleasure:

Executive Committee—Franklin Hudson, J. D. Havens, George L. Berry, J. H. Frame, B. F. Burd.

Entertainment Committee—A. S. Kimberly, Chairman; S. A. Pierce, Frank Barhydt, J. E. Penfield, Charles E. Brown, George Gaugh, F. L. Box, F. H. Horn, Selden G. Spencer, W. J. Fletcher, A. D. L. Hamilton, W. J. Berkow-

itz, J. E. Capps, Theodore Bishop, E. G. Bartberger, W. J. Rose.

Press, Printing and Badge Committee—A. D. L. Hamilton, Chairman; F. D. Crabbs, A. D. Gerard, F. H. Horn, S. F. Woody, C. Carlton.

Transportation Committee—J. D. Havens, Chairman; Cusil Lechtman, I. F. Guiwits.

Auditing Committee—S. G. Spencer, Chairman; J. D. Havens, B. F. Burd.

Souvenir Committee—A. D. Gerard, Chairman; W. T. Fletcher, Franklin Hudson.

Finance Committee—Charles E. Brown, Chairman; F. P. Burnap, A. D. L. Hamilton, J. H. Neff, Roger Cunningham.

Reception Committee—Cusil Lechtman, Chairman; W. J. Berkowitz, George L. Berry, M. V. Watson, J. H. Frame, Franklin Hudson, F. D. Crabbs, I. F. Guiwits, C. D. Trap-hagen (Lincoln, Neb.), Col. O. E. Learnard (Lawrence), W. N. Southern, Joseph H. Brandimore, J. C. Ketcheson (Leavenworth), Charles E. Brown, J. H. Neff, J. W. Hailman, Irving L. Bunker, R. B. Teachenor, J. D. Flint, F. Daniels, W. J. McCurry, W. M. Salmon, R. M. Rigby, E. N. Brown, J. C. Bovard.

Carriage Committee—B. F. Burd, Chairman; C. B. Dart, F. P. Burnap, J. W. Bramhall, George E. Wittich, Charles M. Veazey.

The officers of the Kansas City Typothetae are:

President, Cusil Lechtman; First Vice-President, F. D. Crabbs; Second Vice-President, F. P. Burnap; Secretary, A. D. Gerard; Treasurer, Charles E. Brown.

BURD & FLETCHER PRINTING COMPANY.

Among the printing offices, we noticed the new building, an illustration of which is given herewith, just erected for the Burd & Fletcher Printing Company.

The arrangement of the new structure is especially adapted for the purposes intended, affording exceptionally good business offices and workrooms for carrying on the trades of printing, blank-book manufacturing and binding.

Kansas City printers have, of late, manifested great pride in fitting up especially well-arranged and handsome



New Office of the Burd & Fletcher Printing Company,

Kansas City, Mo.

offices, that show prosperity and progress along business lines and methods.

The Burd & Fletcher Printing Company was organized May 1, 1893, with a capital stock of \$12,000. In 1895 a corporation was formed with B. F. Burd President and W. T. Fletcher Secretary and Treasurer.

In 1899 the capital stock was increased to \$40,000. In May of this year the stock of W. T. Fletcher was purchased by B. F. Burd, and at a recent meeting William H. Brown (of Brown, Chapman & Brown, lawyers) and George B. Peck (President of the Doggett Dry Goods Company) were



BREAKING BREAD TOGETHER.



MEMBERS OF THE KANSAS CITY TYPOTHETÆ AT THE NOON HOUR.

BEHOLD HOW GOOD A THING IT IS FOR PRINTERS TO DWELL TOGETHER IN UNITY.

elected directors to succeed W. T. Fletcher and M. A. Fletcher.

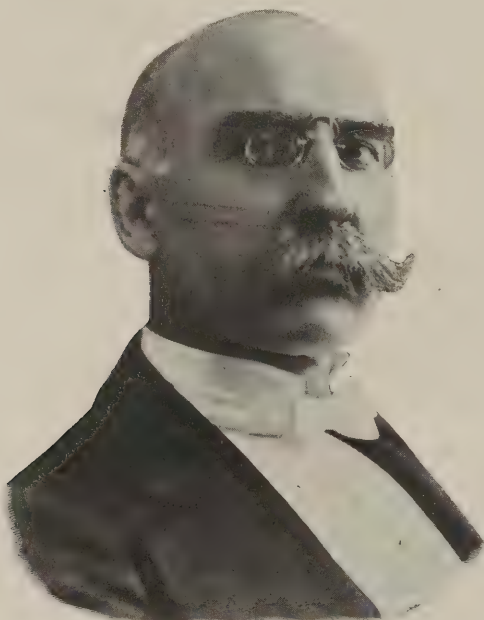
The Company now occupies the new building with a floor space of 30,000 square feet. The building was erected for the Company's entire and sole use. The plant is one of the largest and most complete west of Chicago.

A specialty is made of catalogue and book work. The Company also has one of the largest book binderies in the city.

A year ago we had something to say with regard to the printing interests and leading printing houses of Kansas City, but a little repetition just at present will prove interesting and instructive.

THE HUDSON-KIMBERLY PRINTING COMPANY

was found pushing forward with old and new lines of publications and the regular job printing and blank book manufacturing. Messrs. Hudson and Kimberly are both very



Franklin Hudson,

Kansas City, President of the United Typothetae of America.

busy men and both equally anxious to see the approaching meeting of the United Typothetae a great success. This feeling is shared by all the printers and members of the related trades. As President of the National body of leading printers, Mr. Hudson is naturally deeply concerned in having the Convention in his city such a success that it will be looked back upon with pleasure and that it may be felt and said that here was put on foot or greatly aided and forwarded measures of practical benefit to the printers of the United States; plans that will break down the artificial walls having foundations in narrow selfishness and ignorance, distrust, ill feeling, and sometimes in hate, that have been raised up between employers and employees; bring these—alike workers in the art preservative—nearer together through honorable, reliable, individual contract and mutual understanding, while, at the same time, the good work is farther forwarded of banishing illnatured, unwise and ruinous competition among competitors and of making all helpful instead of hurtful, one to the other.

Mr. A. S. Kimberly, of this Company, is an active, industrious, go-ahead, practical business man. He is Chairman of the Entertainment Committee for the United Typothetae, and delegates to the Convention may be sure that nothing coming within the province of his committee will be neglected.

The Hudson-Kimberly Publishing Company is one of the oldest establishments in Kansas City. The plant is completely equipped for the execution or turning out all lines of books, publishing and commercial printing as well as lithographing and blank-book manufacturing. Color printing also receives increasing attention.

Fancy booklets, souvenirs in colors, and embossed work are also special features, numerous samples of which, in the highest style of the printing and illustrating art, we found among their specimens, or in course of production. For this class of work the Hudson-Kimberly Company employs a corps of skilled engravers and experienced mechanics trained in the big publishing houses of New York.

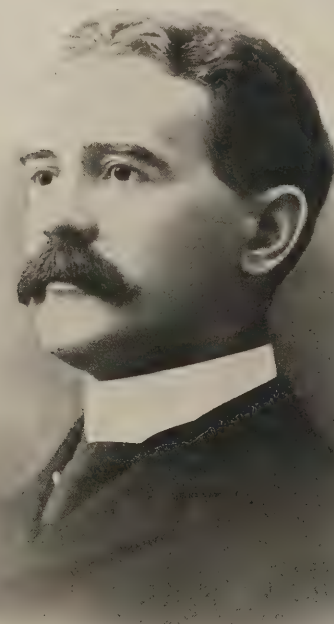
State maps, county and city maps, and railroad folders are printed and etched by the various processes. Bank stationery is another specialty.

THE UNION BANKNOTE COMPANY,

When Alois Senefelder invented the art of lithography little did he dream of the scope of his invention. From its humble and unpretentious beginnings lithography has spread to all quarters of the globe wherever commerce, science and literary art reign. Although only seventy years have elapsed since the death of its inventor, it has secured a permanent and strong foothold in most all countries of the world; particularly in the United States it has had a wonderful development, none too fast, perhaps, when the remarkable growth of the country is considered, yet a development that can be pointed to as one of great aid to the material growth and prosperity that characterizes the present condition of the country.

To say that the Union Banknote Company, of Kansas City, stands pre-eminent among lithographing, printing and blank book making institutions in the west is no exaggeration; neither would it exceed the bounds of truth to say that this Company's new establishment, 600 Delaware street, compares in point of modern equipment and complete facilities for the production of bank and mercantile stationery, fine color work, handsome letter press printing, with any similar establishment in the country. There may be larger similar plants, but none providing any finer or more complete facilities and assuredly none turning out any finer class of work.

The Company invites correspondence from parties desiring any work in their line, with the assurance that



F. D. Crabbs,

President and Treasurer of the Union Bank Note Company.

prices will be found to be the lowest consistent with highest excellence, and that promptitude in the fulfillment of orders is a special feature of their business methods.

A PRINTERS EXHIBIT.

Mr. Crabbs is a member of the Reception Committee and Mr. Bishop of the Entertainment; and the printers of

America will find it a pleasure to meet and form the acquaintance of these gentlemen and to see and know something more of their successful business methods. An exhibit of their work—and that of the other offices, for that matter—could be made a new feature of the meeting of the printers that would be pleasing as well as educational. The lithograph work, in the form of bonds, stock certificates, diplomas, checks, drafts, notes, letter and bill heads, business cards, advertising novelties, etc., can not be excelled in distinctness of impression, tasteful elaboration, delicacy of design, and in every instance exhibiting an appreciation of the character of design appropriate to the different forms of commercial and financial paper. In fine catalogue and elaborate color work of every description, the productions of this company afford ample proof of the quality of its successful competition with contemporary concerns in the country. We would not object to the having a few hundreds of the hundreds of thousands of bonds, stock certificates, etc., printed by this Company for the different great corporations, properly filled out, signed and sealed, but then, we fear, in that event we would be named monopolistic and would miss the chance of, at some time, running for President of the United States.

THE TIERNAN-HAVENS PRINTING COMPANY.

We spoke at some length, a year ago, of the establishments, both printing and stationery, of this widely-known Company. The growth of the business from 1875, when established in a little room 15 by 30 feet, can only be appreciated by visiting the two great stores on Delaware street now occupied by the stationery department and the printing house proper at 312-314 West Sixth street. The building for the printing-office was erected in 1885, after the most approved plans for a printing establishment. The trade of this house is largely made up of catalogue and railroad work, while the stationery business extends over the whole Western country. Mr. J. D. Havens, the Treasurer and active business head of the establishment, is Chairman of the Transportation Committee and doubtless will be glad to serve any of the delegates to the Convention in any way within his power. In 1890 Mr. Tiernan was elected President of the Board of Public Works, which prevented him giving the necessary attention to business, and the company was incorporated under the name of the Tiernan-Havens Printing Company, with the following officers: P. H. Tiernan, President; J. D. Havens, Treasurer; C. B. Dart, Secretary.

THE KANSAS CITY PAPER HOUSE.

We wrote twelve months ago that "the wholesale trade of Kansas City amounts to \$150,000,000 a year." Because that statement happened to be under the heading "Wholesale Paper Business," a newspaper writer jumped at a conclusion without reading further and published to the world that this journal had placed the paper trade of that city

tana, south to the Republic of Mexico and west to the Pacific Ocean and the islands of the sea. We have reproduced the neat business card of the Company once more as a suggestion in model printing, as it gives the whole story in brief with the names of the officers. There can be nothing more comprehensive than "Paper of Every Description." So wide are the uses of paper now that it is almost easier to enumerate the numerous useful articles that are not made of paper than to name all that are so made. The Kansas City Paper Company is situated at 507-509 Delaware street. The building is 50 by 140 feet and six stories in height. The large stock is constantly replenished and the building from sub-basement to the top floor kept well stocked with goods in all lines of print, book, flat, fancy and linen papers, manilas, cardboards, envelopes, lithographing, wrapping and all other kind of papers *ad infinitum*. Mr. M. V. Watson, Secretary of the Company, is a member of the Reception Committee and he and his assistants will do their part toward receiving and entertaining the delegates.

LECHTMAN PRINTING COMPANY.

Mr. Cusil Lechtman is President of the Kansas City Typothetæ and also Chairman of the Reception Committee. His portrait was given in these pages a few months ago. He is an active worker in all Typothetæ matters and a stirring businessman. His Company was organized in 1893 and makes a specialty of high-class color work, catalogues, illustrated periodicals and brochures. The place of business is at 500-502-504 Delaware street, occupying a floor space of 14,000 square feet. The growth of the establishment from one 10x15 and one 9x12 Gordon in 1893, employing four persons, to seven large cylinders, six Gordons and a full complement of cutting, folding, typesetting and other machines and material, giving work to more than four-score persons, is only an index to the growth of the city and the rapid development of the great Missouri Valley and the region to the West.

GRAHAM PAPER COMPANY.

This leads us to speak once more of paper and to remark that, as it seems to an outsider, the paper trade is on a very substantial footing. Like the printing business in Kansas City, it is in the hands of firms, companies and individuals of enterprise and of credit to the place. One of these houses has already been mentioned. Another is the Graham Paper Company, located at 313 Delaware street. It was established in 1885, and is a branch of the St. Louis house, manufacturer and jobber of coarse and fine papers, and owner of the Kansas City Roll Paper Company. The business premises in Kansas City consist of a large, substantial and capacious four-story brick building, with a floor area of 24,000 square feet, well adapted to the purposes of the business, and capable of accommodating a large aggregation of stock, such as is always carried by the house, and which comprises all the grades from the coarsest building and wrapping paper to the finest brands of linen. The trade of the house, which is of a wholesale character, extends throughout Missouri, Kansas, Texas, Nebraska and the Northwest, which territory is traversed by an able and efficient corps of traveling salesmen. The house is under the management of Mr. A. D. L. Hamilton, who is at the head of the Press, Printing and Badge Committee and will see to it that the delegates are properly badged. He has resided in Kansas City the past fifteen years, is a well-known citizen and an active and sagacious businessman.

THE GREAT WESTERN TYPE FOUNDRY.

Nearly everybody, in the West—at least those who read the NATIONAL PRINTER-JOURNALIST—knows Mr. S. A. Pierce, of Kansas City. He publishes *Pointers*, attends the Conventions and excursions of the National Editorial Association, and is the Manager of the Great Western Type Foundry. It is an establishment that scarcely needs an introduction to our members. Its business has grown with that of the country tributary thereto. It is, as we understand, while a separate corporation, one of the largest of the Western branches of Barnhart Brothers & Spindler. The Company owns its own building at 710 and 712 Wall street. It is 50 feet by 140 feet deep, is four stories in height above the basement, and is filled throughout with type, printers' machinery and material. A machine shop



at that magnificent figure. The wholesale paper trade is large but not quite so large as that. We can now as then add "and the extent of the wholesale paper trade is such that it would have been a great wonder to us had we not first visited several of the large newspaper, printing, publishing and lithographing establishments," etc. The Kansas City Paper Company is one of the largest in its line in the country. Its business extends as far north as Mon-

in which every machine rebuilt is set up and tested is one of the important features of the establishment.

THE F. P. BURNAP STATIONERY AND PRINTING COMPANY, successor to Lawton & Burnap, is another of the old and reliable establishments. The business covers that of printers, bookmakers and modern stationers, carrying office stationery of every kind. The accompanying halftone, showing the interior of the establishment, is more satisfactory than could be an extended description. Mr. S. G. Spencer, Business Manager of the Company, is a careful and thorough-going businessman, and is at the head of the Auditing



Committee and can be depended upon to pass any account made up of items that go to the pleasure and entertainment of the guests. Whether he will follow the precedent set by the Auditing Committee of Congress and pass "Mumm's Extra Dry" as stationery remains to be seen. It is generally believed that printers are a little inclined to the belief that "stationery" covers everything.

The F. P. Burnap Stationery & Printing Company, 706-710 Delaware Street, Kansas City, Mo., was incorporated in April, 1899. For eleven years previous to this time, and until the death of Mr. Lawton, the firm was known as Lawton & Burnap. W. A. Lawton began the business in a very modest way in 1878, as a mere boy. Ten years afterward, Mr. F. P. Burnap purchased an interest, and the firm of Lawton & Burnap has kept up the steady growth of the business as carried on by Mr. Lawton. The reputation of this establishment has spread during the 22 years of its existence, until the present extensive establishment is celebrated from one end of the country to the other, as the the model store in the line of stationery.

This firm also makes a specialty of the better class of printing and binding, and its reputation in this line is in keeping with the character of the stationery department.

TEACHENOR-BARTBERGER ENGRAVING COMPANY

is another of the important establishments of the city that could not well be spared where there is so much of illustrating demanded in the great amount of printing that is done in the city. The members of the Company are: R. B.

Teachenor, E. G. Bartberger, and Roger Cunningham—all practical men in the business. They are designers and zinc and halftone etchers. They handle all grades of work from cheap illustrations for special editions of newspapers to the finest of color work. The firm has constantly employed a number of trained artists, designers and skilled engravers. Every kind of plate, of every kind of a subject to be used on the printing press is made by them, and a convincing proof that the work is done in the most satisfactory way, both in price and quality, is the fact that the plant has been enlarged and improved several times for the needs of growing business, and the business is constantly increasing and extending. All work is executed under the personal direction of the proprietors. Each of the members of this Company has had many years of experience, in the preparation of catalogue and advertising plates, covering probably the entire range of articles manufactured in their territory. Their office is on the sixth floor of the Baird Building.

The rooms of the Kansas City Typothetæ are on the third floor of the same building.

THE KANSAS CITY BRANCH OF THE AMERICAN TYPEFOUNDERS' COMPANY.

This is one of the important establishments of the city, and is situated at 612 Delaware Street. They carry a complete stock of the many popular faces of type made by their various foundries, and offer the craft the best of everything needed in a first class printing and newspaper office. In addition to their large stock of type, they carry a variety of cylinder presses (new and second-hand), job presses, paper cutters, wire stitchers; also cabinets and a complete line of wood goods such as are used by the printer. Their miscellaneous stock of printers' supplies is complete, and they are prepared to meet all demands in a satisfactory manner.

"The best of everything for the printer" is the slogan here, as in every branch of this enterprising company.

The local manager is Mr. Frank Barhydt, formerly of Chicago, who has been long and favorably known to the printers of the West, and who, up to his coming here last fall, was connected with the Chicago branch of the American Type Founders' Company.

The delegates to the Convention and all other printers will receive a hearty welcome at this establishment.

A. N. KELLOGG NEWSPAPER COMPANY

represents another important branch of the printing business that has grown up within the last quarter of a century on a scale and to an extent that would have been hard to imagine back in the early seventies. The business of supplying ready-prints, stereotype plates and electrotype cuts requires depots as near as practical to the consumers, and this has naturally required the establishing of a house at so important a center. This Kansas City branch of the well-known house was established in 1882, with Mr. I. F. Guiwits as resident manager, who still continues in charge. It occupies a large four-story and basement building, at the corner of Wyandotte and Fourth Streets. Besides supplying ready-print and plates, the Kansas City house does a general electrotyping and stereotyping business, and numbers among its customers most of the leading printers of its own city, as well as those of St. Joseph, Leavenworth, Topeka, Lawrence, and other adjacent towns.

NOTE AND SUMMARY.

Members of all the companies and firms mentioned were met at the Typothetæ rooms and we have endeavored to so introduce these and the city itself as to impart instructive and valuable information, and to make the visit of the delegates to the Convention of the United Typothetæ more pleasing and profitable to themselves and to their guests. A celebrated traveler who was found to be exceedingly well informed about a certain city was asked when and how often he had visited the place. His reply was, that he had never visited it at all but had arranged to visit it at one time. Travel would be much more enjoyable and valuable if people only made more preparation by reading or study in advance. The same is true of the Conventions of the Typothetæ. If more reading and consideration preceded the meetings more practical ends would be reached.

DELEGATES.

The following Delegates from the different cities to the Convention have been reported up to the time of going to press:

Master Printers' Club of Boston—Arthur S. Allen, Louis Barta, James Berwick, George H. Ellis, H. O. Houghton,

Frederick Mills, Thomas P. Nichols, H. T. Rockwell, George W. Simonds, E. B. Stillings, Thomas Todd, H. C. Whitcomb, L. A. Wyman. Alternates—William A. Carrie, J. Allen Crosby, F. H. Gilson, W. E. Murdock, C. H. Knight, S. J. Parkhill, C. J. Peters, Joseph W. Phinney, Henry N. Sawyer, G. H. Smith, Samuel Usher, William Walker, Frank Wood.

Minneapolis—A. M. Geesaman, M. N. Price, F. E. Storer. Alternates—Carlos F. Hatch, C. E. Cootey, H. H. White.

Cincinnati Typothetae—Andrew McDonald, Charles Buss, Allen Collier, A. H. Pugh, Fred Spencer, George C. James, C. J. Krehbiel, H. J. Anderson. Alternates—W. B. Carpenter, William A. Webb, Robert Morgan, Frank B. Berry, J. B. Warner, George Armstrong, A. L. Whitaker, F. J. Diem.

Western Massachusetts Typothetae—Charles Van Vlack, C. R. Kaplinger, Edw. S. Jacobs, Charles D. Barrett. Alternates—Thomas E. Carey, F. K. Williams, C. B. Fiske, W. H. Nevins.

St. Louis Typothetae—T. S. Bowman, W. L. Becker, A. H. Witte, George D. Barnard, F. F. Gottschalk, A. Whipple, C. M. Skinner, Stewart Scott. Alternates—John Bermel, S. G. Burnham, George D. Allen, Carl Schraubstadter, M. J. Gilbert, H. A. Pawly, Al. Lindsly, J. Reichenbach, Lon Sanders.

Baltimore—Our list of delegates and alternates has not yet been completed, and will probably not be until our next meeting, which will probably be held within the next three or four weeks; as soon as the list is made up I will be pleased to mail you a copy of same, and remain,

WILLIAM F. JONES, Secretary.

Detroit—John Taylor, E. N. Hines, Charles Bornman, J. A. Topping. Alternates—J. W. Morrison, W. H. Speaker, J. G. Starling, Thomas Barry.

Rhode Island Typothetae—Our quarterly meeting occurred last Saturday and nothing of importance took place. Our President was elected Chairman of Delegates, with power to appoint associates. As soon as he gives me the list I will see that you have one. Business in Providence is very quiet. Very truly yours, W. S. SOUTHWICK.

Rochester Typothetae—E. R. Andrews, Ernest Hart, R. M. Swinburne, A. J. Wegman.

Memphis Typothetae—A. J. McCallum, Peter Tracy. Alternates—W. H. Bates, *ex-officio*, A. B. Pickett.

Chicago Typothetae—Fred Barnard, George E. Cole, W. B. Conkey, T. E. Donnelley, W. P. Dunn, W. F. Hall, W. P. Henneberry, Thomas Knapp, Andrew McNally, C. O. Owen, Amos Pettibone, Julius Regenstein, J. L. Regan, Henry O. Shepard. Alternates—A. R. Barnes, George H. Benedict, L. J. Corbitt, M. A. Fountain, W. H. French, Franz Gindele, B. B. Herbert, William Johnston, John Marder, P. F. Pettibone, George A. Poole, Toby Rubovits, C. M. Staiger, W. F. Whitman.

Indianapolis Typothetae—William Levey, Ed Fulmer, William Burford. Alternates—William Fish, C. E. Hollenbeck, H. O. Thudum.

Milwaukee Typothetae—S. E. Tate, N. L. Burdick, J. W. Campsie, H. C. Miller, Ed. Bulfin, E. A. Bouer, H. J. W. Meyer. Alternates—M. J. Simpelaar, L. H. Morehouse, J. M. Clark, W. J. Dever, Fred. Pollworth, E. G. Crandall, John Tainsh.

It is impossible to say at this date as to who of the delegates will attend the Convention, and it is probable that a number of changes will be made in the foregoing list at the August meeting. There has been no expression of opinion by the members in regard to the selection of permanent headquarters of the United Typothetae of America, nor with reference to a salaried Secretary. Yours truly,

CHARLES GILLET, Secretary.

Typothetae of Troy—A. Meekin, E. H. Foster, H. Stowell. Alternates—E. H. Lisk, J. W. Smith, Howard Russell.

Typothetae of Buffalo—George E. Matthews, John S. Wilson, Frank S. Szesch, Frank W. Heath, George R. Jones, William Wilhelm, A. B. Floyd.

Topeka—Willard N. Hall. Alternate—Geo. W. Crane.

The NATIONAL PRINTER-JOURNALIST for June is an excellent number. This journalistic magazine should be in the hand of every newspaperman in the country. Published by the National Printer-Journalist Co., No. 334 Dearborn street, Chicago, at \$2 per annum; single copies, 20 cents.—*Bayonne (N. J.) Herald*.

"Publicity and More Work" Department Prizes.

Practical Letters Helping Others in Return for
Helpful Suggestions in this Department
to be Rewarded by Cash Prizes.

FOR THE BEST LETTERS, \$35.

\$20 FOR FIRST, \$10 FOR SECOND, \$5 FOR THIRD.

The best kind of Publicity is that which leads to More Work.

There are ways of obtaining More Work, with or without Publicity. Every printer, journalist, engraver, distributor, etc., must have definite ideas born of their experience as to the best methods of obtaining More Work. We have given you some of the results of our own experience. From the many encouraging letters we have received, we are convinced that our remarks have been helpful to those we seek to aid.

We have nothing to complain of in the matter of appreciation. The only trouble appears to be the modesty of these most important classes in giving to their fellow-workers the results of their experience.

We, the other devotees of the arts preservative and explanatory of arts, want your ideas on the subjects we have discussed. We want your co-operation in making this department a power in the land. We are willing to pay for good ideas which shall be applicable to the trades in which both you and we are interested. We want you to answer these questions:

Do you believe that \$10,000 invested in advertising by means of printed matter in the smaller daily and weekly papers, and through job printers, distributors and small publishers, will bring as much profit to the advertisers as \$10,000 spent in the large daily papers?

Do you believe the use of illustrated supplements will help the local publisher? If you do, say why, and tell us your ideas as to how a syndicate supplement could be best run, and what such a supplement should contain. Should it have short stories, serial stories, literary reviews, halftones? What would be the most convenient size and the most taking style? Write your ideas of the kind of supplements that would be best suited for the smaller dailies and the weekly papers of this country.

Do you believe that a good United States Directory would be of aid to job printers, publishers, distributors, etc.? Give your reasons, or any plan you may think of as to how a directory of this kind could be produced.

Do you believe that ready-made advertisements—such as have appeared in the last two issues of the NATIONAL PRINTER-JOURNALIST, for one trade—would be of advantage to other trades? State for what trades and of what style and size these ads should be made up, and any other suggestions you may have concerning this matter.

Do you believe that distributors and job printers should work together for their mutual benefit and advantage? Give your reasons, and tell how an alliance could be best formed for the mutual benefit of these important trades in dealing with advertisers.

After a careful reading of the ideas on these and other subjects given in this department, write a letter giving your ideas, and your reasons for holding these ideas. We will pay \$20 for the best letter, \$10 for the second best, and \$5 for the third best letter received, the decision to be by the popular vote of the subscribers to this paper, from among whom the contestants must also come. Contest to close Jan. 1, 1901. Even if your letter does not win the \$20, \$10 or \$5, you will have the satisfaction of knowing that you have contributed to the prevailing ideas on subjects of vital interest to your trade and the trades that are most intimately connected with it. These prizes are offered to help you to realize that it is our aim to conduct this department in your interest, and to your abiding benefit.

Address "ICONOCLAST-BUILDER," 186 Summer Street, Boston, Mass.

Fifty Dollars for a Type Design Cover Competition.

Contest Open to all Subscribers to the National Printer-Journalist — Improve your Job Work, Advertise your Skill, and Win a Prize.

\$50.00 PRIZE COVER CONTEST.

The National Printer-Journalist offers FIFTY DOLLARS in cash prizes for the best, second, third, and fourth best cover designs.

COPY.

The design must contain the following words:

"National Printer-Journalist, Vol. XVIII, No. 1, January, 1901. The Leading Twentieth Century Journal for Printers, Publishers, and Newspaper Makers. Published at the Caxton Building, Chicago, Ill."

RULES OF CONTEST.

First—Each contestant must furnish three proofs of the complete design on white paper together with sample of cover paper to be used.

Second—No design must require more than three nor less than two printings.

Third—Tint blocks may be used.

Fourth—Each contestant must be a regular subscriber to the NATIONAL PRINTER-JOURNALIST.

Fifth—The judges will be three expert, practical printers.

Sixth—The contest will close November 10, 1900, and the awards made and paid on or before the 20th of December (in time for Christmas).

Seventh—The prize money will be divided as follows: First prize, \$20; second prize, \$15; third prize, \$10; fourth prize, \$5.

Eighth—The office to which the first prize is awarded will receive an artistically designed certificate of award suitable for framing and exhibition as a testimonial for excellence in workmanship.

Ninth—The first prize cover will be used on the January, 1901, issue and reproductions of the three other designs receiving awards will be published therein.

NATIONAL PRINTER-JOURNALIST,
Caxton Building, Chicago.

NEWS AND NOTES.

At the annual meeting of the Typothetae of Buffalo, June 18, the following officers were elected: George E. Matthews, President; Charles A. Wendorme, Vice-President; and Frank W. Heath, Secretary and Treasurer.

While in the office of the *Daily Register*, of Des Moines, Iowa, a few days since, we were attracted by the following inscription over the entrance to the business manager's rooms: "Work today, play tomorrow, go to church on Sunday." The motto was placed in its present position over a third of a century ago by "Uncle Dick" Clarkson, who was one of the best business managers in the West and is now editor of the paper.

In the death of Col. C. O. Cowardin, editor of the Richmond (Va.) *Dispatch*, that city has lost a most able man and useful citizen. He died July 5 after a brief illness. He had been at the head of his paper for nearly twenty years and his sudden taking off brought forth most sincere expressions of regret from leading members of the press. The editors of the *New York Times*, the *Baltimore Sun*, the *Charleston News and Courier*, and of many other prominent papers, paid just tribute of praise to the memory of the deceased. J. C. Hemphill, of the *Charleston News and Courier*, said: "As the head of an influential newspaper, his ideals were high. He understood the true relations of

the press to the public and sought by every means within his power to elevate the 'fourth estate.' He was a strong writer and a most persuasive speaker. He was the soul of hospitality, a charming companion with an exquisite sense of humor, a man of honor, a perfect gentleman."

A visitor to Chicago from Norway recently said to the *Chicago Chronicle*: "We have in our forests the raw material for white paper for the publication of all the journals of the world for years to come, and we believe we can profit while we are allowing the world to profit from our resources. In the future we shall refuse to allow ambitious youth to pluck Norway's tallest pine merely to dip it in the crater of Vesuvius and write his name in words of fire upon the sky. We have other uses for the pines, but ambition can still utilize the timber, providing he does his writing in printer's ink. Norway is a great country and you will hear of us among the great industrial nations of the world."

Merit alone cannot insure the sale of commodities. Their good qualities must be made public and their owner must make himself known in order that he may be able to transact a desired volume of business. Advertising will do all this, for it is the function of an advertisement to proclaim merit and to command publicity.—Wichita (Kan.) Eagle.

There can be no doubt that if there should be published two newspapers containing the same news matter, the same editorials and the same miscellany—one carrying the usual advertisements, the other without any—the former would acquire the field exclusively, and utterly run the latter out. Advertisements form a desirable feature of the newspaper that goes into the household. They are the news—news that is valued and searched for.—Jackson (Mich.) Patriot.

There is probably no trade or profession that the ordinary citizen knows so little about as printing. Not only has it become one of the industries necessitated by the age in which we live, but it has also become one of the most exacting, requiring a degree of skill and proficiency almost as great as any of the exact sciences. The successful printer must keep his name before the public, as well as be able to do the best work. He should be a constant student of the leading advertising mediums. There is a great deal to learn about the composition on all kinds of job work, the mechanism of the different presses, the care of rollers and a host of other useful information much of which he might never find out for himself. The NATIONAL PRINTER-JOURNALIST is a monthly publication containing articles on every branch of the printing industry and newspaper work, making the experience and understanding of the art available for all. It has just added a new department to its columns devoted to securing job work and building up a reputation as a printer. Address National Printer-Journalist Company, Caxton Building, Chicago.—*The Leader, Regina, N. W. T., Canada.*

A USEFUL AND VALUABLE LIBRARY.

BROKEN BOW, NEB., July 22, 1900.

B. B. Herbert, Esq., Editor Printer-Journalist, Chicago, Ill.

DEAR SIR: I received your advance sheets and have read the new department, "Publicity and More Work," each week with a great deal of interest and, can also truly say, pleasure. I take the leading typographical journals that are published and consider the NATIONAL PRINTER-JOURNALIST the finest of its class. I trust that the several new departments that have been added during the past year and a half are proving as satisfactory to your large list of readers as they are appreciated by myself. The newspaper publisher who does not receive the PRINTER-JOURNALIST each month does not realize what he is missing. I have taken it, starting with Vol. I, No. 1, and know that I have a useful library—in fact, a very valuable one—in the sixteen and one-half volumes I now have in my possession. I hope the good work you are doing will be so thoroughly appreciated by the newspaper workers over the country that subscriptions will roll in in such numbers that the NATIONAL PRINTER-JOURNALIST will stand at the head of the heap every way.

With the very best wishes for your success, I am fraternally yours,
W. G. PURCELL.

EARLY REPRESENTATION IN THE N. E. A.

WOODWARD, Okla., July 5, 1900.

Editor *National Printer-Journalist*, Chicago, Ill.

MY DEAR SIR: It occurs to me in view of past experiences that it would be a great advantage to every delegate who expects to attend the next National Editorial Convention to be held at Buffalo some time next year to know several months in advance who else will be in attendance as delegates.

At the last meeting of the National Association the following resolution was submitted too late to be reported to the Convention:

Whereas, In order to facilitate the business of this, the National Editorial Association, in Convention assembled at any future date, more time should be given delegates to prepare to attend the same; and

Whereas, Sufficient notice of same should be given by the Corresponding Secretary to each delegate in the matter of arrangements for attending the Convention to be held; therefore, be it

Resolved, That each State and Territorial Association holding membership in this body be hereafter required to furnish at

the Association, if the delegates who constitute that body might be permitted to make their plans and prepare especially on all matters requiring thoughtful attention in advance.

The resolution is certainly a step in the right direction and, while it was not presented in time for action at the New Orleans meeting, the publication of it in the NATIONAL PRINTER-JOURNALIST will meet with the ready response and co-operation by the various State and Territorial organizations which go to make up the National Association. Heretofore, the credentials usually came just before the time to start for the place of meeting, and the attention of the delegates was centered more on preparation for traveling than in the selection of the best ideas and best methods of editorial work.

The delegate who is honored by being given a seat in the National Association Convention should be given sufficient time to get his ideas in shape to promulgate to others, and be given sufficient time to correspond with other delegates and prepare measures of improvements to all alike, in advance of the meeting.

Respectfully yours, W. E. BOLTON.

LEGISLATIVE COMMITTEE N. E. A. APPOINTED.

CLEBURNE, TEX., July 10, 1900.

Editor *National Printer-Journalist*.

MY DEAR COLONEL: I have, as Acting President of the National Editorial Association, made the following appointments as the Legislative Committee of the Association:

W. O. L. Jewett, *Democrat*, Shelbina, Mo.

Irving Todd, *Gazette*, Hastings, Minn.

Will A. Steele, *Post-Intelligencer*, Seattle, Wash.

J. W. Cockrum, *Journal*, Oakland City, Ind.

C. F. Lehman, *Herald*, Hallettsville, Tex.

I am very much pleased with your new department and hope you will continue it. It is indeed full of just such information as the craft needs.

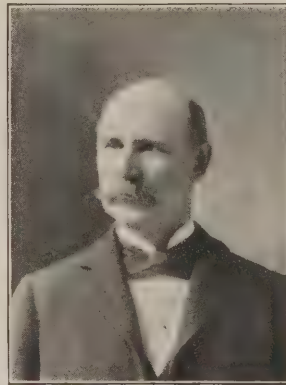
I would be under many obligations to you for a list of the Libel Law Committee of last year. Sincerely your friend, F. B. BAILLIO.

PASSAGES RIPE WITH IDEAS.

MOUNT VERNON, N. Y., June 14, 1900.

"Father" B. B. Herbert, *National Printer-Journalist*.

DEAR SIR: Inclosed please find remittance for renewal. I am a great admirer of the NATIONAL PRINTER-JOURNALIST. I read it religiously from cover to cover each month, marking as I read those passages ripe with ideas, and I am positive I am aided daily in a business sense as a result of



BEFORE AND AFTER.

THOMAS REES

As a young Iowa editor.

As an Illinois newspaper man.

least four months in advance of the date set for the Convention, the names of delegates and alternates selected to represent them to the Corresponding Secretary and the Treasurer of this Association, who shall at once cause to be published in the NATIONAL PRINTER-JOURNALIST such lists of delegates and alternates; and be it further

Resolved, That the Corresponding Secretary is hereby required to furnish each delegate named by such State and Terri-



The Printing Exhibits will be in this Building at the Pan-American Exposition.

torial Association and certified as delegates as provided under the rules and constitution of the Association, at least *three months* prior to the date of meeting of the annual Convention to which said delegates and alternates are elected.

The above resolution seems to be based on the idea that more good can be accomplished at each meeting of

the careful attention I give your increasingly valuable publication. The man who fails to read the NATIONAL PRINTER-JOURNALIST suffers from a continuous handicap. I regard the NATIONAL PRINTER-JOURNALIST as an investment giving the greatest possible returns—inspiration and up-to-date-ness. Yours, etc., ALVAH P. FRENCH.



A sample book of the new "Ruskin Deckle-Edge" covers has reached this office. It is a thing of beauty. Each sheet is printed with a color design matching the color of the paper. The effect is such as to appeal at once to all high-class or artistic printers. The color combinations are also such as to be of great aid. We have followed in the cover of this issue the color scheme shown in a former cover specimen book from Henry Lindenmeyr & Sons, Bleeker street, New York, manufacturers of these cover papers.

Messrs. Barnhart Bros. & Spindler have just brought out a new face called Tudor Bold, which no doubt will be received with great favor by printers everywhere, as it is

National Printer Journalist

of great strength and beauty and is adapted to a wide range of work. The series is cast on uniform line system and of course only superior copper mixed metal is used.

Rumors, published by mistake in one of the trade papers, that changes were contemplated in the Barnes-Crosby Company, of Chicago, engraver, were entirely erroneous. There have been no changes and there will be none, except the consolidation long since noted of A. Zeese & Co. and the Aetna Engraving Company with the first above named company, by which the Presidents of the two companies, E. W. Hauser, of the one, and E. C. Miller, of the other, became members of the Barnes-Crosby Company.

While in Philadelphia recently the editor of this paper had the opportunity to visit the printing office of Patterson & White, of that city. It is a large and successful office, celebrated for good work and substantial success, but the one thing especially worthy of note was the manner in which they have developed and widened the range of work possible to the Mergenthaler Linotype. The fact is that after an hour in the office carefully watching the manipulations with their machines and examining the work performed, the impression was that there was very wide possibilities and performance beyond what had heretofore been in the minds of the users of these machines. In rule and table work and in other branches most difficult, perfect success was shown. They cast all their own rules on the Linotype, having rules, dotted or plain, always new, sharp, clear and perfect. But the one thing that was noticed above all others, was a simple appliance or device, now duly patented, for casting quads on the Linotype. It is an attachment easily and quickly fitted into the mold disk of the Linotype and will cast quads of any size up to 12-point, by simply changing the top of the mold base. It has been named the "Perfection Quad Mold," and the way the machine threw out the perfect quads by the use of this attachment showed it to be properly named. It was put on the Linotype and was in working order inside of ten minutes. The quads were made to justify with the type on the point system, of usual form and height and differing only in the absence of the nick.

The Perfection Quad Mold Company has been organized for the manufacture and sale of these quads and full particulars can be had by addressing the company at 518-520 Ludlow street, Philadelphia. The quads are now on the market. The company also manufactures any form of borders desirable for use in the different lines of catalogue, job or ornamental printing.

DOORWAY TO THE PRINTING ART.

DENVER, Colo., June 16, 1900.

National Printer-Journalist.

GENTLEMEN: Congratulations on the excellence in the typographical appearance of your June issue. Its front cover might justly be referred to as "the doorway to the storehouse of the printer's art."

Enclosed find 25 cents for book, "Brain Ore."

Very truly yours,

GEORGE W. BULL.

A VALUABLE ADDITION.

THE MONTEREY CYPRESS.

MONTEREY, CAL., July 10, 1900.

B. B. Herbert, Esq.

FRIEND HERBERT: I inclose \$3 to apply on subscription to JOURNALIST.

Your new department, "Publicity and More Work," is a valuable addition to the JOURNALIST, and should, if that is possible, make it more popular than ever. Cordially yours,

WALLACE CLARENCE BROWN.

FULL OF PRACTICAL INFORMATION.

The NATIONAL PRINTER-JOURNALIST, of Chicago, owned and edited by Mr. B. B. Herbert, has recently added a very important and timely department to that clear-cut and valuable publication, entitled "Publicity and More Work." This department is intended to advance the advertising interests of newspapers outside of the great metropolitan dailies, and also to help in methods for building up job printing, which is carried on by all except the large dailies.

This branch of the PRINTER-JOURNALIST, like all others, is most valuable, especially to publishers and newspaper-makers of the smaller towns.

The *Democrat* has a large number of newspapers and periodicals on its list, but from a practical standpoint there is not one from which it derives more information and gets more hints than this one.

Mr. Herbert is a practical printer and good newspaperman combined, and takes as much pride in neat execution as he does in the subject matter which appears.—*Maury Democrat, Columbia, Tenn.*

FOR NEWSPAPER MEN.

From the Morning Daily Olympian, Olympia, Kan.

One of the best publications for newspaper men that has ever come under the observation of the *Olympian* is the NATIONAL PRINTER-JOURNALIST, published by Col. B. B. Herbert at Chicago, Ill. Really no newspaper or newspaper man, big or little, should think of doing business without it. It is full of thought and valuable suggestion every month.

A new department recently added, "Publicity and More Work," for newspapers, printers and everybody connected with any branch of the art preservative, is very valuable, intended as it is to advance the advertising interests of newspapers outside of the great metropolitan dailies and also to assist in methods for building up job printing which is generally carried on by all smaller daily and weekly newspapers. This department is destined to be of much value to the class of newspapers it is intended to benefit. The *Olympian* finds much profit in the JOURNAL as a whole, and in this department in particular. Every newspaper that hasn't a copy of the NATIONAL PRINTER-JOURNALIST should make haste to get one.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

EVERY EDITOR should have a copy of the History of the National Editorial Association. Write to National Printer-Journalist, Caxton Building, Chicago, inclosing \$1.00.

FOR SALE—Two Hart's Numbering Machines, for cylinder press. Never been used. Write to "H," care National Printer-Journalist.

FOR SALE—Empire Typesetting Machine and Distributor, with complete outfit and about fifteen hundred pounds of ten-point Old Style Type. For samples and price address Isaac H. Blanchard Co., 268 Canal St., New York City.

FOUR GOOD JOB PRINTERS WANTED to win the \$50.00 offered in cash prizes for a cover design set up in type for the National Printer-Journalist. No engraving, but tint blocks may be used. The only condition necessary is to have your name on the regular subscription list. One year, \$2.00; six months, \$1.00; send for further particulars.

WILL FURNISH editorial service for a few newspapers; exclusive work done; references given. Address "Pointed Pen," care of National Printer-Journalist.

HOW TO AVOID LIBEL SUITS—A useful book, by John D. Missner. Fifty cents a copy. Write "M," care National Printer-Journalist.

NEWSPAPER PUBLISHERS who are looking for an attractive premium to increase their subscription should communicate with the Massachusetts Publishing Company, Everett, Mass. Printers should ask for their trade catcher. It tells of several specialties which can be successfully run as a side line.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with **Hoerner's "Little Wonder" Sharpener**. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, \$2.85; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, **J. S. Hoerner, Highland, Ill.**



R. R. B. PADDING GLUE

GIVES THE BEST RESULTS. In 5 and 10 lb. tins; 16 cents per lb. **ROBT. R. BURRAGE, Frankfort St., opposite Rose St., NEW YORK.**

Law of Newspaper Libel

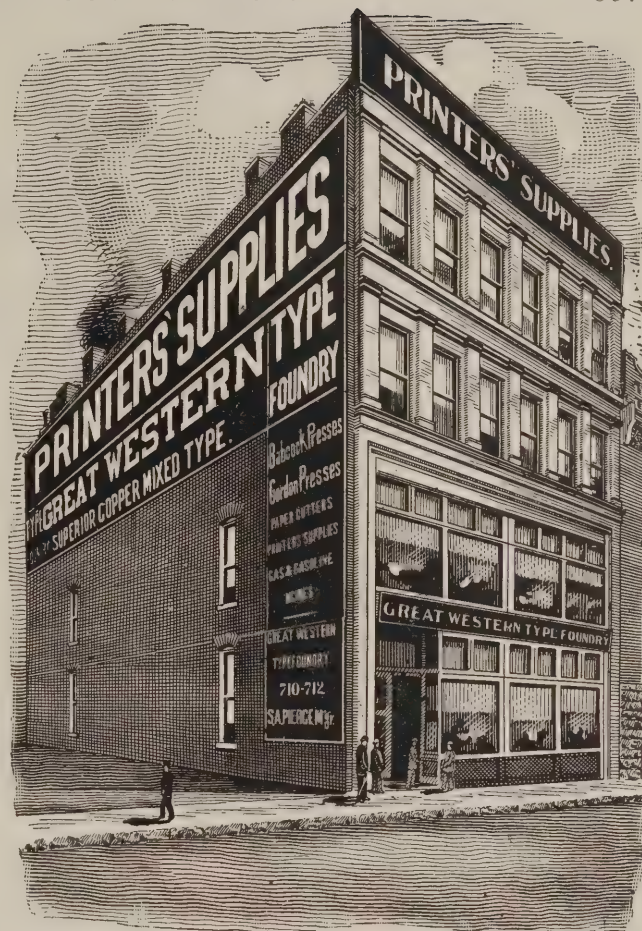
Discusses what can be done, as well as what should not be said. Revised to cover recent legislation and latest court decisions. By **D. M. BUTLER**, Editor Nebraska Legal News. Send for a copy—25 cents—to **LEGAL NEWS, LINCOLN, NEB.**

Chicago Roller Company, PRINTERS' ROLLERS

and Tablet Composition.

TELEPHONE (Long Distance) **\$6-88 Market St. Chicago.**
MAIN 2926.

NOW is the time to order your Summer Rollers.

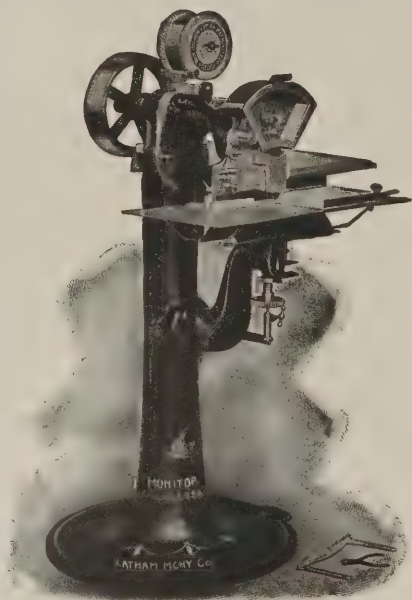


GREAT WESTERN TYPE FOUNDRY, 710-12 Wall St., Kansas City, Mo.



In all the States
and in nearly
every Foreign
Country.....

Latham's 20th Century Monitor Wire Stitchers



No. 1—20TH CENTURY MONITOR STITCHER.
CAPACITY, 2 SHEETS TO $\frac{1}{8}$ INCH.

Are earning money for their owners and giving pleasure to operators. We manufacture them in many sizes and styles to meet the requirements of the largest printer, bookbinder or lithographer. We watch closely every detail in their construction, and spare no time or expense in improvements where it is possible, keeping them always up-to-date and the best to be had in any market. They are not the cheapest, but the best money can buy. We also manufacture Perforators, Numbering and Paging Machines, Multiplex Punching Machines, Paper Cutters, Embossers, Standing Presses, Table Shears, in fact nearly everything pertaining to a Bindery, and can furnish complete outfits of machinery. Let us send you our catalogue and further details.

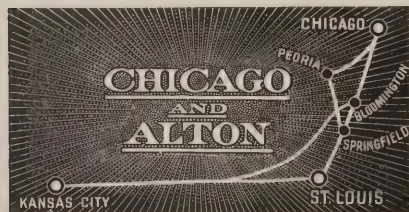
LATHAM MACHINERY COMPANY

NEW YORK STORE
8 Reade Street

Main Office and Factory
197-201 S. Canal St., CHICAGO, ILL.



FOR RATES, MAPS, TIME-TABLES, ETC.,
IF YOU ARE CONTEMPLATING A TRIP,
ANY PORTION OF WHICH CAN BE MADE
OVER THE



"AMERICA'S MOST POPULAR RAILWAY."
GEO. J. CHARLTON,
GENERAL PASSENGER AND TICKET AGENT,
CHICAGO, ILLINOIS.

The Commercial Stamp Trade Journal

Is the representative paper of *manufacturers of and dealers in* Rubber Hand Stamps, Rubber Type and Price Markers, Self-inking Stamps, Daters and Numberers, Vulcanizers, Stamp Rubber and Cushion Mounts, Check Perforators, Cancelers and Ticket Punches, Stamp Pads and Inks, and Badges.

Stencils, Steel Stamps and Brass Dies; Brass, Aluminum and White Metal Trade Checks, Aluminum and White Enamel Letters and Figures, Seal Presses and Notary Seals, Engravings, Autographs and Logotypes, Photo-Engravings and Electrotypes; and various kinds of Office Supplies and Metal Bodied Type. The paper circulates in every civilized country of the globe and is working in the interests of a world-wide trade. If you want any information in our line, send \$1 for a year's subscription and we will do all we can to answer your queries. Sample copies 10 cents each.

Address **COMMERCIAL STAMP TRADE JOURNAL CO.**, 132 Market Street, Chicago, Illinois.

INTERESTING JOB CONTEST \$50.00

IN CASH PRIZES is offered for the four best Type Cover-Page Designs submitted by subscribers before November 10, 1900. Write for rules of contest to "Contest Editor," National Printer-Journalist, Caxton Building, Chicago, Ill.

Subscription Price, \$2 a year. Single copies, 20 cents.

CHALK PLATES

Simplest, Quickest, and Cheapest Process of Engraving. . . Practically Infallible. . . Outfits, \$15 up. . . Catalogue of stereotyping machinery, proofs, etc., free. . .

HOKE ENGRAVING PLATE CO.

.....ST. LOUIS, MO., U.S.A

FOREIGN OFFICES—Hoke Engraving Plate Company, 111 Fleet Street, London, England; Andrew Given, Dunedin, New Zealand; Webster & Co., Brisbane, Queensland, Australia; W. H. Parsons & Co., Sydney, New South Wales.

Henry Lindenmeyr & Sons Paper Warehouses

32, 34 and 36 BLEECKER STREET
20 BEEKMAN STREET

NEW YORK



The Largest
Assortment of

Paper

of all kinds
carried in stock



UPER Calendered
and Machine Fin-
ish Book ✱ Coat-
ed Woodcut and
Lithographic
Coated ✱ Chromo Plate and
Steel Plate ✱ Writings ✱
Bonds ✱ Linens ✱ Ledgers
✱ Gravure ✱ Specialties in
Thin Papers ✱ High Grade
Novelties in Cover Papers ✱
Plain and Lithographic Coat-
ed Blanks ✱ ✱ White and
Colored Bristols ✱ ✱ ✱



The Cover
of this issue of
The National
Printer
Journalist
is the VIOLET
color of the celebrated
BELGRADE
✱ ✱ ✱ Covers



"RUSKIN"

DECKLE EDGE COVERS

"RUSKIN"

DUPLEX COLORED BRISTOLS

"RUSKIN"

DECKLE EDGE BRISTOLS

Have just been added to our stock

JOHN IMIRIE.

PATENTS

SEND SKETCH FOR
EXAMINATION.605 SEVENTH STREET N. W.
WASHINGTON, D. C.

The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

*Information on Trade Matters**Advice on Technical Affairs**Hints on Every-day Work**Suggestions for Special Occasions**News of Printers and Printing**All about New Machinery and Appliances**Descriptions of Improved Methods of Work**Sample Jobs for "Lifting"**An Art Gallery of Reproductions.*Published Bi-monthly, \$1.83 per annum post free.
Specimen Copy sent post free on receipt of stamps value 15 cents.RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort
Press; London: 1 Imperial Building, Ludgate Circus, E.C.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price.
Paper binding, lithographed cover, 25 cents.
Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,

Vanderbilt Building,

New York.

"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.

"Interesting and profitable."—Baltimore Herald.

"Lively and sensible."—Philadelphia Evening Telegram.

"Handsome and clever."—New York Press.

"Should be read twice."—Cleveland World.

"Should be on the desk of every advertiser."—Cleveland Press.

"Best thing we have seen."—Buffalo Express.

"Most practical and helpful."—Minneapolis Journal.

"Every advertiser may read with profit."—St. Louis Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most interesting of all instructive books."—Buffalo Times.

"Full of ideas of value."—Cleveland Leader.

"Nothing humdrum or commonplace."—Buffalo Commercial.

"Full of snappy, commonsense hints."—Boston Advertiser.

"Striking and readable."—Baltimore American.

"Can not fail to prove interesting."—Pittsburg Press.

"Should be in the hands of every business man."—Philadelphia Ledger.

== HERE ==

IS

SOMETHING

for You, and your Friends, and your Customers.

EIGHT 25-cent copies of

Paul Point's "BRAIN ORE" Book

AND A YEAR'S SUBSCRIPTION
TO THE NATIONAL PRINTER-
JOURNALIST ALL FOR \$2.00.

"**BRAIN ORE**" is a 4x9-inch 36-page book of quotations from King Solomon down to well-known men of today. It is for advertisers, educators, and all other thinkers. It is a private text-book on how to do what you want to do. Get it, read it, re-read it, write on its margins, and paste clippings in it. The above picture is of a copy re-read—till the cover came off—by a man who claims it helped to increase his ability 25 per cent. *Single copies, 25 cents.*

National Printer-Journalist, Caxton Building, Chicago.

MONON ROUTE
4 TRAINS DAILY BETWEEN
CHICAGO
INDIANAPOLIS
& **CINCINNATI**
2 TRAINS DAILY BETWEEN
CHICAGO & **LOUISVILLE**
PARLOR and DINING
CARS on DAY TRAINS
PALACE SLEEPING
CARS on NIGHT TRAINS
FRANK J. REED, Gen. Pass. Agt.
CHAS. H. ROCKWELL, Traffic Mgr.
W. H. McDOEL, Pres & Gen Mgr.
DEPOT
DEARBURN STATION
CHICAGO

ONLY LINE TO THE FAMOUS HEALTH RESORTS
WEST BADEN & FRENCH LICK
SPRINGS

We want to send
YOU

PRICES
AND
SAMPLES

DESIGNERS OF
ADS that
ADVERTISE

Halftones
Zinc Etchings
Wood Cuts

ILLINOIS
ENGRAVING COMPANY
356 DEARBORN STREET
CHICAGO

Send for Our
"OLD STYLE"
BOOKLET

Ask for Our
PORTRAIT BOOKLET

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Do not fail to look through the advertising pages for the announcement of the \$50 Cover Contest of the National Printer-Journalist.

A Side Gauge

Thin as paper ✖ ✖ ✖ ✖ ✖ ✖
 Fastened quickly ✖ ✖ ✖ ✖ ✖ ✖
 Anywhere on the tympan ✖ ✖ ✖ ✖ ✖ ✖
 High wings that never grow weary ✖ ✖ ✖ ✖ ✖ ✖
 Latest models ✖ ✖ ✖ ✖ ✖ ✖
 No complaints ✖ ✖ ✖ ✖ ✖ ✖
 Outlast ten times their cost. ✖ ✖ ✖ ✖ ✖ ✖

These Flexible Gauge Pins are manufactured under Megill's Patent No. 438,382. This patent contains the broad generic claim, and any Flexible Gauge Pin made by another party would be an infringement.

Price 60 cents per dozen, either size or assorted.

SOLD BY ALL DEALERS AND

E. L. MEGILL, Patentee and Manufacturer, 60 Duane Street, New York.

that will enable you to use both grippers is a great TIME SAVER.

ASK FOR THE FLEXIBLE GAUGE PINS



WITHOUT LIPS



WITH LIPS.

THE ADVISOR

The Leading Monthly Advertising Trade Magazine in the United States

Send for circular giving particulars of our great premium offer. One dozen ADVISOR Crystal Pens—the greatest useful novelty of the age, worth 60 cents—free to each subscriber. Write today. Subscription \$1 per annum

THE ADVISOR

Phillips & Co., Publishers

1133 BROADWAY NEW YORK

Published Monthly at the Caxton Building, Chicago; \$2 a year, 20c. a copy.



Established 1888. Instructive and Useful.

An artistic and up-to-date magazine for progressive printers and publishers. Covers the entire field in the printing industry. Send for a copy. Has a guaranteed circulation of 5,000 per month.

Two Hundred and Forty-Two Illustrations

and portraits are to be found in the History of the National Editorial Association, by B. B. Herbert. Nearly 700 pages. As a special inducement it is now offered for the first time at \$1.00. Address orders to the National Printer-Journalist, Caxton Building, Chicago.



ARTISTIC PUBLICITY CONTEST

Profitable Advertising and Art in Advertising, *The Advertiser's Trade Journal*, offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address, Profitable Advertising and Art in Advertising, Boston, Mass.

Faster than ever to California

Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.



Tympalyn

SEND FOR DESCRIPTIVE PAMPHLET

saves make ready

The Tympalyn Company

ARTHUR S. ALLEN, PRESIDENT.
FORREST E. LOVEJOY, BUSINESS MANAGER.

22 HIGH STREET, BOSTON, MASS.

\$50.00

IN CASH PRIZES is offered for cover design contest by the National Printer-Journalist. . . .

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

Chicago Ad Setting Co., Walter S. Parker, Manager, 142 Monroe St., Chicago.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotypes Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

EMBOSSERS AND STAMPERS.

Walcott Bros., 139, 141 and 143 Center St., New York. Stamping, embossing, lithographing, printing, bookbinding, case-making, book-edge gilding, and marbling.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

National Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes-Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H., & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

Van Bibber Roller Co., The, 6th and Vine Sts., Cincinnati, Ohio.

PRINTING PRESSES.

American Type Founders Co., sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, complete selection, most original designs. Send to nearest branch for latest specimen book.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co., The, 28 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 188 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co., Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.

WIRE STITCHERS.

Morrison, J. L., Co., The, New York, London, Toronto. Write for descriptive circular.



THROUGH ALL THE FOG OF ADVERTISING and claims of rival manufacturers it can be plainly seen that LEVEY'S INKS are recognized as the standard. Every traveling salesman claims for the firm he represents that they can furnish Inks "as good as Levey's," but never refers to any other manufacturer. We would ask any printer, who has been solicited for his trade, if this is not the case. We were the first to make a "Halftone Black" that would work well on coated paper, and other houses followed in our footsteps, trying to imitate our product. On June, 1894, Mr. Theo. L. DeVinne wrote us as follows:

Fred'k H. Levey Co., New York.

DEAR SIR: We have been using your Inks for some years past and can testify to their general excellence, more especially for their use on coated paper. We find them very uniform, and with your nice graduations of body we can suit ourselves for almost any condition of paper. They are certainly very superior in quality, and we are highly satisfied with the results obtained from their use.

Very truly yours,

THEO. L. DEVINNE & Co.

We would say we are still furnishing all the Inks used by Messrs. Theo. L. DeVinne & Co., and what better testimony can an Ink maker have of the excellence of his Inks.

FRED'K H. LEVEY CO.

✍ ✍ **Manufacturers of Printing Inks,** ✍ ✍

59 BEEKMAN STREET, : : : : NEW YORK.

FRED'K H. LEVEY, President.

CHAS. E. NEWTON, Vice-President.

WM. S. BATE, Secretary.

READ! THINK! ACT!



ARE YOU ENTIRELY SATISFIED WITH YOUR INKS, both in price and quality? Does your paper have a grey, muddy appearance? Do you have trouble getting your job inks to work as you would wish? Do they take too long to dry, or do they dry on the rollers, or work too "tacky"?

NATIONAL NEWS INK is as black as black can be, "COAL BLACK," and as for working qualities, it would be hard to duplicate. Most ink makers would call it "Magazine Book" or some such fancy name. We call it "NATIONAL NEWS," and sell it under an iron-clad guarantee that if it is not entirely satisfactory in every way, we will gladly refund your money promptly.

Our JOB INKS are made in the same way as our NEWS INKS—very carefully and possessing superior and lasting qualities. Every can of ink sold under our name has our guarantee printed on each can.

OUR GUARANTEE

greater covering and lasting qualities freer from smut and set-off than can be obtained elsewhere. An ink that comes nearer perfection than that produced by other makers. :: :: :: :: :: :: :: ::

We guarantee NATIONAL INK to be first class in every respect. Non-fading, non-injurious, with

We are very anxious to get acquainted with you and show you what we can do. This month we are going to make the following coupon a credit memoranda for \$1.00, as follows (Cut this out and return it to the NATIONAL PRINTING INK COMPANY, 1041-1055 Grand Avenue, Chicago, Ill.):

Send to us for anything in the ink line and we guarantee satisfaction. ✱ Color book and price list on application.

**National Printing
Ink Company.**

Chicago, Illinois.

GOOD for \$1.00

ON THE FOLLOWING ORDER:

25 lbs. National News at 8 cents	\$2.00
1 lb. Job Black at 75 cents	.75
½ lb. Extra Bright Red at \$1.50	.75
¼ lb. Blue Black at \$1.00	.50

	4.00
Coupon credit	1.00

Cash	\$3.00
------	--------

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

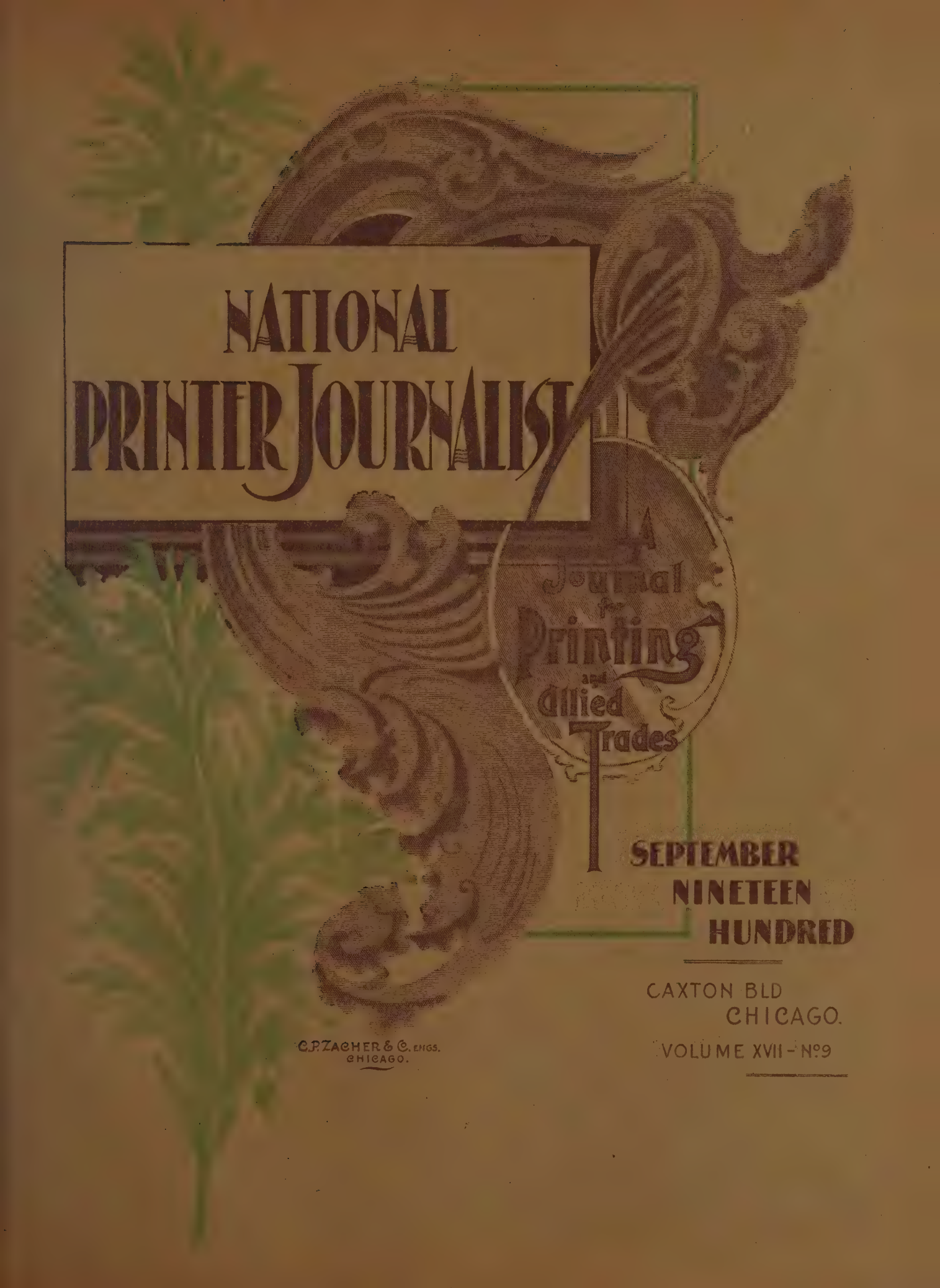
Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE, 274 DEARBORN STREET. CHICAGO, ILL., U. S. A.



NATIONAL PRINTER JOURNALIST

A
Journal
of
Printing
and
Allied
Trades

SEPTEMBER
NINETEEN
HUNDRED

CAXTON BLD
CHICAGO.

VOLUME XVII—No 9

C. P. ZACHER & CO. ENGS.
CHICAGO.



GEO. H.
BENEDICT
& CO.
CHICAGO

DESIGNERS ENGRAVERS ELECTROTYPERS
175-7 Clark St. Telephone Central 2014



THE
WILLIAMSON-HAFFNER
ENGRAVING CO.

ESTABLISHED 1872
Phone 502
1633 ARAPAHOE ST.
DENVER

DESIGNERS
HALF-TONE
ZINC ETCHINGS
3 COLOR
PROCESS

This Net Price List has a "corner" on the public favor because it is the most concise, comprehensive business proposition ever presented to the American printer. As many as you need mailed free.

The illustration shows a perspective view of a city street. On the left, a large multi-story building is labeled "PRINTED PUBLISHED BINDER". In the foreground, there are horse-drawn carriages and pedestrians. On the right, a large sign for "J.W. BUTLER PAPER COMPANY" is prominently displayed. The sign features the text "NET PRICE LIST" and "EVERYTHING IN PAPER". Below the sign, there is a detailed index of products and their prices.

NET PRICE LIST
EVERYTHING IN PAPER
PAPER
 FOR QUICK REFERENCE SUITED TO THE POCKET OR DESK

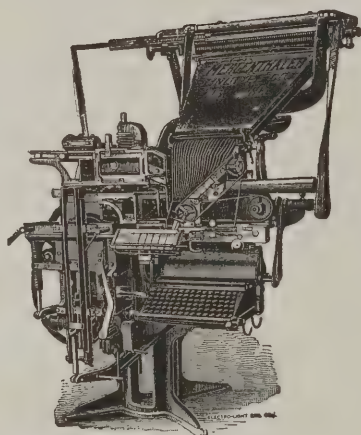
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J.W. BUTLER PAPER COMPANY
 212-218 MONROE ST. CHICAGO
 6 TRUNK LINES ALL 320 MAIN

Single Linotype Machine Plants

Convincing Testimonials



The Linotype — 8,000 in Daily Use

ONE LINOTYPE can be used with same economy and certainty as a larger number & NO REGULAR MACHINIST REQUIRED

Topeka, Kansas

The Linotype received from you a few weeks ago is giving complete satisfaction. **Especially on book work.** We have not had any necessity for a machinist, our operator being competent to manage the machine. It is a great advantage in setting **law work, which runs largely to italics.** A large brief, printed in the usual hurry, was put in the press and run off in good shape without any "make-ready" whatever.

CRANE & CO.

Raleigh, North Carolina

We are well pleased with our duplex Linotype machine. We have just completed a volume of North Carolina Supreme Court Reports, using caps, small caps, italics, and Roman type. It is equal in appearance to print from movable type. **The machine is a great labor-saver. It fills the bill for book offices.**

EDWARDS & BROUGHTON.

Helena, Montana

We have had **great success with the Linotype**, and have found it very economical. Ours has been in constant use for almost four years, part of the time running fourteen hours per day, seven days per week. The machine has more than paid for itself. **We have had no breakages.** Our only expense has been for ordinary wear of small renewable pieces. From November, 1897, to July, 1899, we paid out for matrices, supplies, etc., \$23.47. **Our work is mostly book work**, and we are constantly changing measure and face. It is a one-man machine; our operator attending to his own office — never gets "tied up." Sometimes we have a ton or more of metal up on different jobs, and no "lay-off" waiting for "sorts." To be in the printing business a printer must have a Linotype.

STATE PUBLISHING COMPANY.

Battle Creek, Michigan

We had some hesitation in purchasing a Linotype for a one-machine office, as we understood that it would necessitate the employment of an operator and also a machinist. **We are pleased to find that we were in error.** We took a compositor, sent him to your factory for two weeks, and now find that he is perfectly competent to take care of the machine in every respect. Our green operator is running over 4,000 per hour, and expects soon to reach the 5,000 mark. The machine matter is much freer from errors than the ordinary type composition. The Linotype is much cheaper at the end of two years at its cost of \$3,000 than a type-composing machine at \$1,500. Our typesetting, exclusive of the investment, for labor only, costs us about 5 cents per 1,000, as against 25 cents, the city hand price. Figuring in the interest, wear, tear, etc., composition costs us about 8 cents, while the worth is far ahead, as compared with any type composition.

THE MOON.

New York City

Regarding the new duplex Linotype machine which you recently installed in our office, I must say I am very much pleased with it indeed. **Each day brings forth fresh proofs of its almost human power.** We have a machinist-operator in sole charge of it. I think it is **particularly adapted** to the requirements of **offices having use for but one machine.**

PRINTERS' INK.

ADDRESS, FOR TERMS, ETC.,

MERGEN-
THALER

P. T. DODGE,
President

LINOTYPE COMPANY

Tribune Building, New York City

HERE IT IS! The best Power Paper Cutter ever made at the price; and although the cheapest Power Cutter in the market, its construction is first class; the mechanism direct and positive. We refer to the

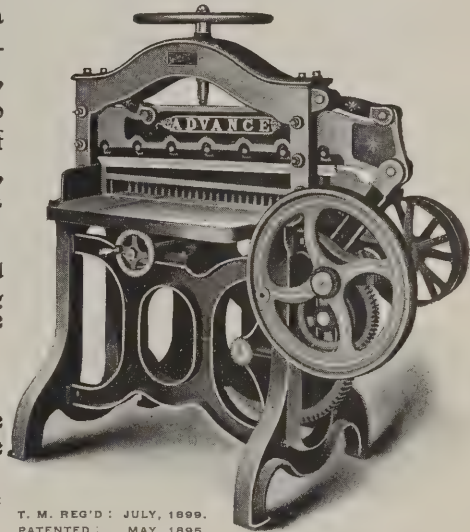
Advance Power Cutter

You ought to see it, why you'll say right off, "How can they build such a machine for the money?" The frame is firmly stayed by two heavy cross-braces, upon which is bolted the truss that supports the center of the bed, making it perfectly rigid under pressure of clamp and knife. The clamp and gauge-screws, shafts, studs, clutches, and driving gears are cut out of solid steel. Interlocking back gauge and clamp, figured rules in bed, automatic throw-off, and lots of other good points. ❀ ❀ ❀ ❀ ❀

To learn all about 'em, JUST DROP US A LINE and we'll send you our latest Illustrated Catalogue; it also gives a whole lot of information about new machinery and labor-saving devices for printers. ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

Some of our specialties which have made the name "CHALLENGE" so popular:

CHALLENGE POWER CUTTER ❀	CHALLENGE-GORDON PRESS ❀ ❀
CHALLENGE LEVER CUTTER ❀	CHALLENGE COUNTRY PRESS ❀
ADVANCE POWER CUTTER ❀	IDEAL HAND CYLINDER PRESS ❀
ADVANCE LEVER CUTTER ❀ ❀	CHALLENGE REGISTER HOOKS ❀
CHALLENGE SECTIONAL BLOCKS	



T. M. REG'D: JULY, 1899.
PATENTED: MAY, 1895.

SOLD BY DEALERS
EVERYWHERE ❀ ❀

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

Did it Ever Occur to You

THAT ONE OF THE PRINCIPAL EXPENSES in your establishment

is in the QUADS you **USE** and that you pay as much

for them as for type? We own and control the patent for manufacturing

PERFECTION

quads that can be SOLD considerably under the existing prices now

charged. These **QUADS** differ from the

foundry product ONLY IN THE ABSENCE OF THE NICK.

IF YOUR JOBBER CANNOT SUPPLY THEM, WRITE TO

PERFECTION QUAD MOLD CO.,
518-520 Ludlow St., Philadelphia, Pa., U. S. A.

A Perfect Cabinet

IS REPRESENTED IN

Porter's Patent Extension Front Steel-run Cabinet

WE have lately acquired the exclusive right to manufacture this Cabinet in America, and now offer a full line of these cabinets to the trade. They are made in a series from No. 1 to No. 12, containing from 25 to 60 cases, and fully illustrated and described in our new circular of modern printing office furniture. Send to us or to your dealer for a copy. Considering quality they are the cheapest cabinets made.

**The Hamilton
Mfg. Co.** Two Rivers,
Wis.

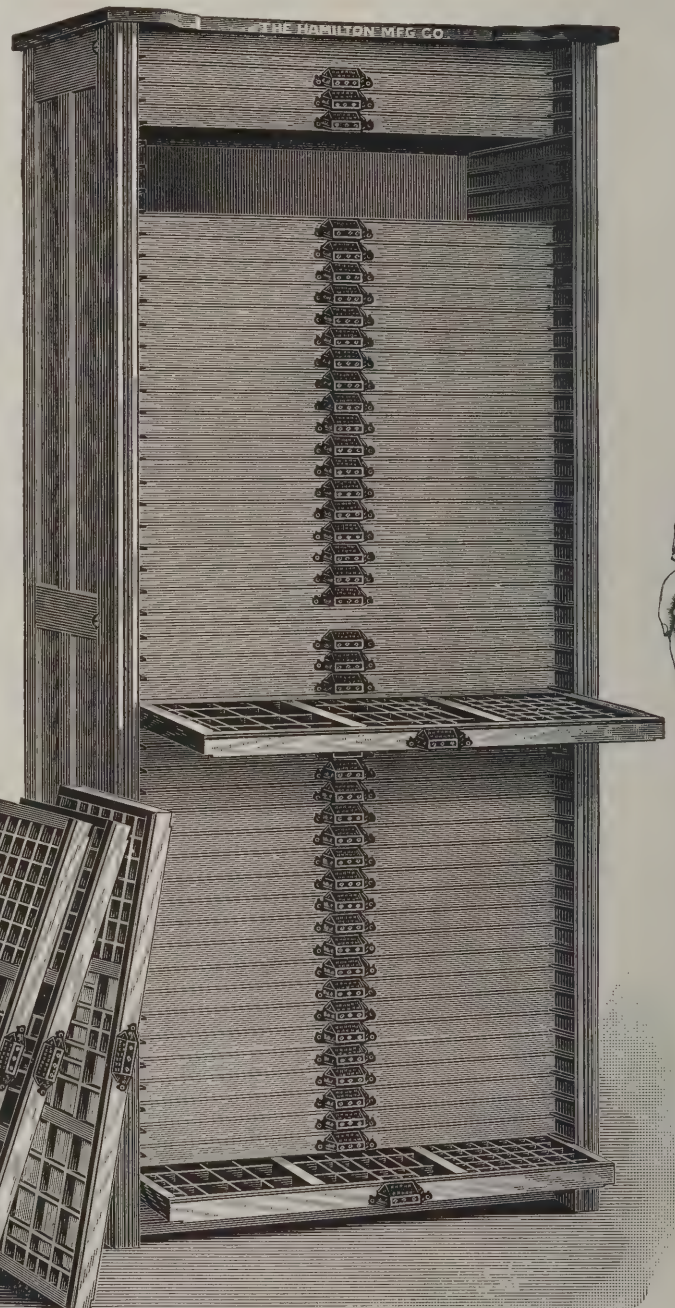
WOOD TYPE

AND

MODERN PRINTERS' FURNITURE.

Our goods are carried in stock by all supply houses.
Ask for them and look for our stamp.
Do not accept inferior goods.

No other cabinet equals the Porter Cabinet in points of solidity and carrying capacity. Two steel rods run the entire length of the cabinet, on each side, through the steel runs and intervening wooden strips. The extension front enables the compositor to place the case he is setting from at any convenient height without pulling out another case to serve as a rest. This is a feature possessed by no other cabinet.



Write to us or to your dealer for full descriptive circular of Modern Printing Office Furniture.

No. 4. PORTERS' PATENT EXTENSION FRONT CABINET — Single Tier.

A New Specimen Book



of our work in HALF-TONE,
ZINC ETCHING,
and ENGRAVING

by all the latest processes will be
sent to responsible concerns free, on
request; 36 pages, 9 x 12; poster
cover.

OF PECULIAR INTEREST AND
INSTRUCTIVE VALUE TO PRINTERS,
NEWSPAPER PUBLISHERS, ADVERTISERS,
AND ALL WHO USE ILLUSTRATIONS AND
ENGRAVINGS.

Barnes-Crosby  **Comp'y**

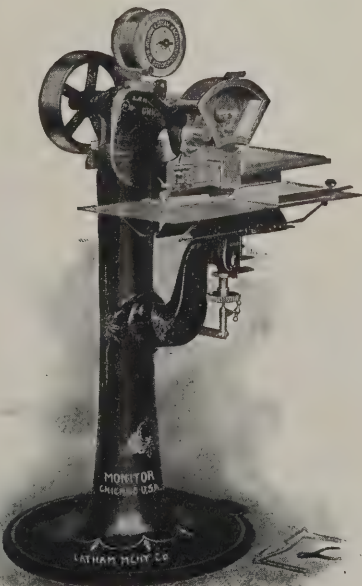
ARTISTS — DESIGNERS — ENGRAVERS — ELECTROTYPERS,

Southwestern Branch:
Mermod & Jaccard Bldg., ST. LOUIS, MO.

Office and Works: Times Bldg., CHICAGO.

In all the States
and in nearly
every Foreign
Country.....

Latham's 20th Century Monitor Wire Stitchers



No. 1—20TH CENTURY MONITOR STITCHER.
CAPACITY, 2 SHEETS TO $\frac{3}{8}$ INCH.

Are earning money for their owners and giving pleasure to operators. We manufacture them in many sizes and styles to meet the requirements of the largest printer, bookbinder or lithographer. We watch closely every detail in their construction, and spare no time or expense in improvements where it is possible, keeping them always up-to-date and the best to be had in any market. They are not the cheapest, but the best money can buy. We also manufacture Perforators, Numbering and Paging Machines, Multiplex Punching Machines, Paper Cutters, Embossers, Standing Presses, Table Shears, in fact nearly everything pertaining to a Bindery, and can furnish complete outfits of machinery. Let us send you our catalogue and further details.

LATHAM MACHINERY COMPANY

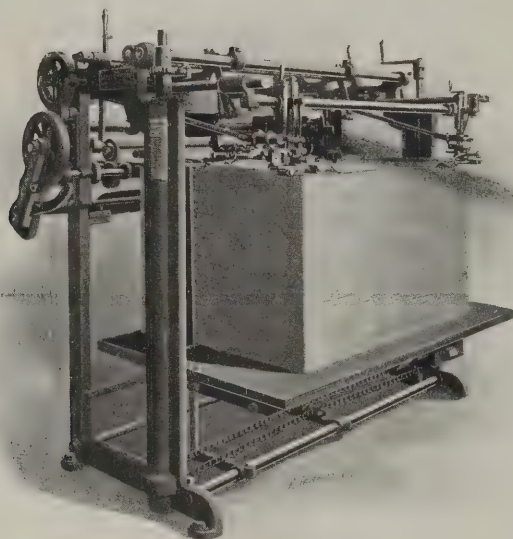
NEW YORK STORE
8 Reade Street

Main Office and Factory
197-201 S. Canal St., CHICAGO, ILL.

THE DEXTER AUTOMATIC FEEDING MACHINE

FOR

Printing
Presses
folding
Machines
Ruling
Machines



No Electricity
No Suction

All Automatic
Devices
Mechanically
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MAIN OFFICE AND FACTORY
PEARL RIVER, N. Y.

TORONTO . . . 28 Front St., West
LONDON 46 Farringdon St.

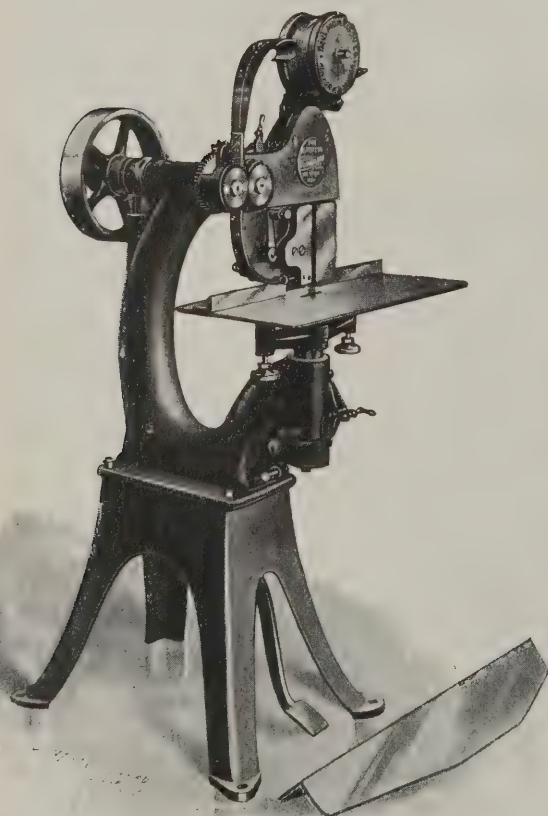


DEXTER FOLDER COMPANY

NEW YORK
127 Duane Street

CHICAGO
315 Dearborn Street

BOSTON
12 Pearl Street



Another of our Marvels

THE MOST WONDERFUL
WIRE STITCHING MACHINE
OF THE AGE

Perfection No. 6 Wire Stitcher

PRICES AND PARTICULARS
ON APPLICATION

NOW READY FOR SHIPMENT

The J. L. Morrison Co.
60 DUANE ST., NEW YORK CITY

T. W. & C. B. SHERIDAN
46 FARRINGDON STREET, LONDON

28 FRONT STREET
TORONTO

PATENTED IN 1900
CAPACITY, 2 SHEETS TO $\frac{3}{8}$ INCHES

COARSE LINE HALFTONES *for* NEWSPAPERS.

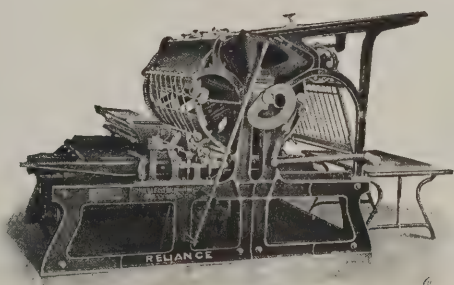
BINNER ENGRAVING COMPANY

Binner **B**uilding 21-23-25 Plymouth Pl.

Oscar E. Binner
Resident Mgr. New York Branch
111-5th AVE.

CHICAGO.

Single or double column halftones of Presidential Candidates for sale.



THE RELIANCE

**THE BEST PRESS EVER
MADE FOR THE MONEY.**

Are you thinking of buying a new press? If you are, and want a medium-priced machine, you will find the Reliance the best press ever built for the money. It is

just the thing for a paper with a circulation of from one to two thousand. It will do both newspaper and job work, and will do them well. It has all the latest improvements--tapeless delivery, safety gripper mechanism, four bearings under the impression, air-springs with adjustable plungers, hinged feed-table--in fact, every device for convenience and first-class rapid work. It is well made--solidly built throughout of the very best material and by first-class workmen. Altogether it is the best press of its class on the market.

If you need a faster press, the Dispatch will interest you. The No. 6 Double Feed Dispatch will print a six-column quarto at the rate of 3,000 an hour.

If you need a press of the highest grade, for the very finest work, our two-revolution Optimus is the best press made.

Let us send you descriptive circulars, prices, and terms.

BABCOCK
Printing Press Mfg. Co.,
New London, Conn.
New York Office, 38 Park Row.



BARNHART BROS. & SPINDLER,
General Western Agents
183 to 187 Monroe Street, Chicago, Ill.

STEREOTYPING

offices who will invest \$350 and up in a really practical plant — not amateurish. The publisher of the National Printer-Journalist says there are many of its readers who want just such a first-class Stereotyping outfit. We hope he is right. When you write, mention the National Printer-Journalist and tell us exactly what work you wish to do. :: :: :: :: :: :: :: :: ::

F. WESEL MANUFACTURING CO.

82 FULTON STREET, NEW YORK.

MANUFACTURERS OF ELECTROTYPING, STEREOTYPING, AND PHOTO-ENGRAVING MACHINERY; PRINTING MATERIAL OF ALL KINDS. Agents in New York and New England for BARNHART'S TYPE.



YOU NEVER FAIL

to attract attention when you have the JOS. P. BIRREN CO. do you Designing, Halftones, or Zinc Etchings. We also do Electrotyping. ♪ ♪ ♪

JOS. P. BIRREN CO.,

ENGRAVERS, DESIGNERS, ELECTROTYPERS,
63-65 WASHINGTON STREET, CHICAGO. ♪ ♪

Phone 2306 Central.

Send 4 cents for Advertising Cut Book,
or 6 cents for Artistic Booklet. ♪ ♪

IF YOU WANT

THE BEST PONY SIZE
PAPER CUTTER, buy the

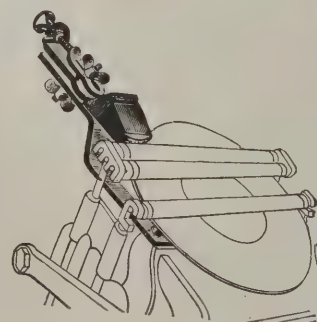
UTILITY

MADE IN TWO SIZES:

No. 1, squares 16 inches.

No. 2, squares 18 inches.

The Utility Ink Fountain



CAN BE ATTACHED TO
ALMOST ANY JOB PRESS

Price with bracket for
attaching to press, \$3.75

Price without bracket, 3.00

FOR SALE by ALL DEALERS and TYPEFOUNDRIES

For Descriptive Circulars, address

PAVYER PRINTING MACHINE WORKS, Manufacturers,
600-2-4 S. Broadway - - ST. LOUIS, MISSOURI

The SHEARS

THE LEADING PAPER-BOX
MAKERS' AND BOOK-
BINDERS' JOURNAL

Full of trade news and technical information. Its advertising columns form the most complete directory of manufacturers of machinery and supplies used in these industries. SUBSCRIPTION, \$1.00 PER YEAR. Send 10 cents for sample copy. ::

GEO. E. JENKS, Publisher
198 Clark Street, CHICAGO

An Old Idea in New Form

You can talk to 4,000 Printers in the New England and Middle States through Press and Printer. :: :: ::

Did You Ever Think of It?

These four thousand printers expend many thousand dollars annually for type, machinery, etc. Do you get your share of their orders? :: :: ::

68 Devonshire St., ...BOSTON

Advertising Success . . .

The Monthly Magazine of Art, Inspiration and Helpfulness....

\$1.00 a Year, Ten Cents a Copy.

I want to congratulate you upon the fine appearance of ADVERTISING SUCCESS. — Fred Macey, of Library and Office Furniture fame, of Grand Rapids, Mich.

I am decidedly pleased with the appearance and contents of ADVERTISING SUCCESS. Let us have it regularly. — D. J. Thomas, Manager, *How to Grow Flowers*, Springfield, Ohio.

We have watched the growing popularity of ADVERTISING SUCCESS with considerable satisfaction, and trust it may meet a hearty reception throughout the country. — *Philadelphia Record*.

GEO. H. POWELL, PUBLISHER,
907 Temple Court. - - New York.



SIGMUND
ULLMAN CO.

SUPERIOR
PRINTING

INKS

NEW YORK, U.S.A.





WHITE, 6061.
YELLOW, 6062.
RED, 6063.
BLUE, 6064.
BLACK, 6065.



DESIGNS
AND
PRINTING
PLATES

SEND
FOR
SAMPLES

ILLINOIS ENGRAVING
COMPANY
346-356 DEARBORN ST. CHICAGO.

A. D. Farmer & Son Type Founding Co.

Makers
of Printing
Type, Brass
Rules, Leads,
Slugs, Metal Fur-
niture, Brass Type,
and Patent Stereotype
Blocks, New Dresses for
Newspapers and Magazines.

Machinery
and Wood Fur-
niture in stock for
immediate shipment.
Complete Outfits for Book
and Job Offices of all sizes.

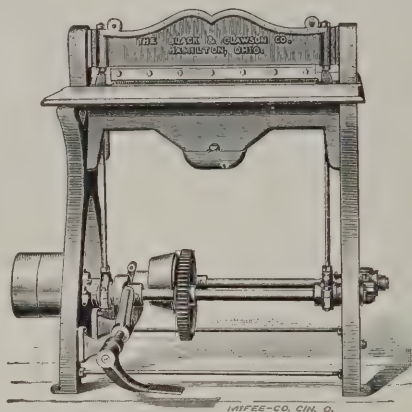
Correspondence
.....Solicited.....

NEW YORK.....63-65 Beekman Street.
CHICAGO.....163-165 Fifth Avenue.

THE BLACK & CLAWSON CO.

HAMILTON, OHIO, U.S.A.

BUILDERS OF



Foot and Belt Power Perforators.

Saturating and
Coating Machines.

INK
MILLS.

Paper and Pulp
Mill Machinery.

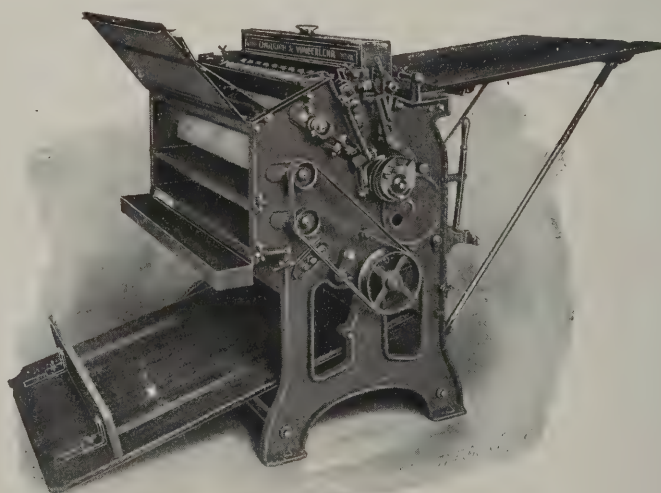
PARTICULARS UPON REQUEST.

THE EMMERICH.... *Improved Bronzing and Dusting Machine.*

Over 2,000 Machines in use.

SIZES:

12 x 20
14 x 25
16 x 30
25 x 40
28 x 44
34 x 44
34 x 50
36 x 54
40 x 60
44 x 64



SPECIAL BRONZING MACHINES are made for bronzing heavy paper stock, such as Photograph Mounts, Mats, Sheet-metal, etc.

We also manufacture an excellent Roughing Machine, for embossing Tablet Covers, Color Prints, etc.

EMMERICH & VONDERLEHR,

191-193 Worth St., New York.

Write for prices
and particulars.

High Grade News Ink

IS OUR SPECIALTY. WE SELL

GOOD NEWS INK	-	-	at 5 cents per pound.
BETTER NEWS INK	-	-	at 6½ cents per pound.
BEST NEWS INK	-	-	at 8 cents per pound.

WE GUARANTEE THESE INKS TO GIVE SATISFACTION. IF YOU WANT THE BEST VALUE AT THE LEAST POSSIBLE COST, TRY OUR INK AND YOU WILL BE CONVINCED OF ITS SUPERIORITY.

The **Standard Printing Ink Company**
CINCINNATI, OHIO

SOLE MANUFACTURERS of "CROW BLACK" INK

A NEW BORDER

PRICES PER FONT OF FIVE FEET.
No. 337, 6 pt., \$1.40. No. 338, 6 pt., \$1.40.
No. 475, 12 pt., \$1.60.

TYPE-METAL RULE,
PER FOOT,
3 Pt., 7½c. 6 Pt., 15c. 12 Pt., 30c.

FONTS OF CHARACTERS,
6 Pt., 50c. 12 Pt., 60c.
24 Pt., 90c.

With this ad. we show a new border—original with ourselves—that presents extraordinary possibilities to the advertiser and the job printer. It is simplicity itself, and yet it is capable of more combinations at once striking and artistic than kind ever origi-
show here but a of the innumera-
tions possible. straight lines
two characters. lines are made
rule, cut labor-saving. We do not use soft slug-metal for this rule, but make it of hard, durable type-metal, that will stand long use. The rule may also be had in full-length strips, the 3-point face being cast on either 3 or 6-point body, as desired. The corners and center-pieces may be purchased in fonts by themselves if desired, the 6-point containing 120 pieces, the 12-point 60 pieces, and the 24-point 30 pieces. We make the border in 3-, 6-, and 12-point faces, this ad. showing the 3-point face, No. 337, on 6-point body. The corner pieces for the 3-point face are on 6-point body; for the 6-point face on 12-point body; for the 12-point face on 24-point body.

THE TWO
CHARACTERS.

For Sale by all our branches, and by dealers throughout the world.

BARNHART BROS. & SPINDLER,

SUPERIOR COPPER-MIXED TYPE,

183 to 187 Monroe Street, Chicago, Ill.

C. W. Crutsinger
Manufacturer
of **PRINTERS'**

ROLLERS AND COMPOSITION.

18 NORTH SECOND ST.

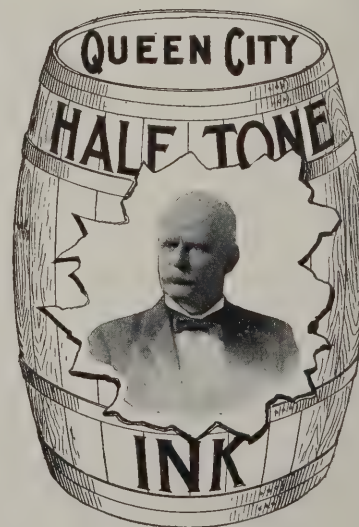
ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



\$50.00

IN PRIZES for a type cover design contest, by subscribers to National Printer-Journalist.



LOOK BEST IN

MANUFACTURED
BY

THE
QUEEN CITY
PRINTING INK
COMPANY,
CINCINNATI.

CHICAGO.

BOSTON.

Established 1860.

Quality — FIRST.

Promptness — SECOND.

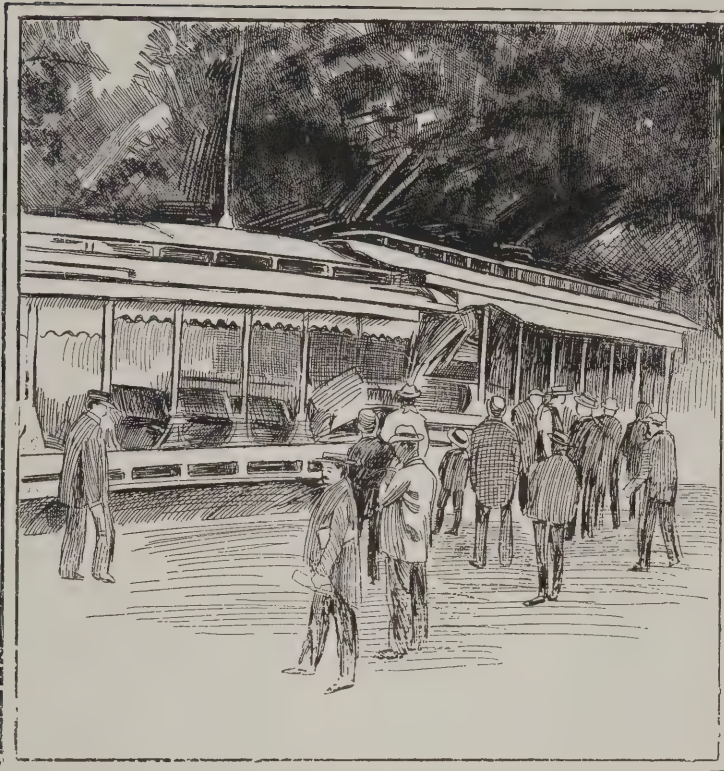
Price — THIRD.

Courteous Treatment — ALWAYS.

With this as their motto

THE QUEEN CITY PRINTING INK COMPANY

IS SURE TO WIN!



THE CUT SHOWN HEREWITH was made on a **CROWN ENGRAVING PLATE**, and was finished, ready for the form, in twenty minutes. It took the artist ten minutes to sketch it on the plate, and the stereotyper ten minutes more to finish it up. The entire cost of the finished cut was less than 30 cents. This is a sample of rapid outline work, suitable for newspaper use. With more time and more care and by the use of our **Multiple Liners and Stippling Tools**, results can be obtained that equal lithography in precision, and the halftone effect can be so closely imitated that it is difficult to distinguish the difference.

POINTS TO REMEMBER.

All of the work is done in your own office, independent of outside assistance. We furnish you with the plates and the tools. No expensive plant is necessary. The very small cost of our process puts it within reach of the smallest weekly. The results justify its use by the largest daily. We guarantee all that we sell you and all that we claim for our process. Any artist can use our plates without previous instruction. No special skill as an engraver is required. With our **Plateograph**, any portrait or line drawing can be reproduced without special artistic skill.

That it pays to illustrate goes without saying. Right now, during the campaign, is the best time to add this department to your office. If you have been illustrating, we will **save you money** and give you **better results**. Remember we guarantee results to be satisfactory. We furnish publishers with names of available artists and furnish artists with addresses of publishers desiring their services. We maintain a free school of instruction to artists using Crown Engraving Plates. There is no process as rapid, cheap, reliable, simple, and satisfactory as Crown Engraving Plates manufactured and sold exclusively by

HOKE ENGRAVING PLATE CO.

BRANCH OFFICES:

111 Fleet Street, LONDON, E. C.; MELBOURNE, Australia; SAN FRANCISCO, Cal.; DENVER, Col.

PATENTEES, ST. LOUIS, MO., U. S. A.

The Most Wonderful Scene in the World

Is the Grand Cañon of Arizona, now reached by rail from Williams on the

Santa Fe Route

instead of by stage as formerly.

A short, easy and inexpensive side trip for transcontinental travelers.

Full particulars furnished by

General Passenger Office
The Atchison, Topeka & Santa Fe Railway Co.
CHICAGO

How Long Can You Look Pleasant?

YOU can't look pleasant very long if you permit the profits of your business to go on accumulating unchecked until you have several thousands of dollars all earned, all yours, *but safe in the other fellows' pockets*. Nice to think of—always something coming! "Draw on me," swelled the delinquent, "when you need money!" "We drew on him," said the editor—"we drew a \$3.00 protest bill!" Which brings to mind that famous Tweedism:

What Are You Going to Do About It?

It is an immortal bluff. Let our clients tell you what *they did* about it:

Coast Echo, Belmar, N. J.

I am also pleased with the manner in which you approached delinquents. **You evidently retain their good will** while making your collections, for I have had **no orders to stop my paper** from any delinquent subscribers whose accounts you have collected. You may be assured of my further business and of my recommendation of you to other publishers of my acquaintance.

Palmyra Courier, Palmyra, N. Y.

We take pleasure in recommending your agency to our newspaper friends. We will send you another list of delinquents soon, for the reason that your system brings not only quick returns, but **leaves no unpleasant effect afterwards**.

Yazoo Sentinel, Yazoo City, Miss.

As a money-getter your agency is a success. You have stirred up the slow coaches where I could not phase them, and **as a rule they continue as subscribers**.

The Gazette, Sidney, Ohio.

We do not hesitate to recommend you to other members of the craft, as your method is certainly all right.

Augusta Eagle, Augusta, Wis.

Some three or four editorial friends who have tried you have induced me to employ you, assuring me that you succeed better than any other collecting agency.

The Newspaper Collection Agency

FOUNDED 1805

CHICAGO: CAXTON BLDG.

NEW YORK: BENNETT BLDG.

Henry Lindenmeyr & Sons Paper Warehouses

32, 34 and 36 BLEECKER STREET
20 BEEKMAN STREET

NEW YORK



The Largest
Assortment of

Paper

of all kinds
carried in stock



UPER Calendered
and Machine Fin-
ish Book ✱ Coat-
ed Woodcut and
Lithographic
Coated ✱ Chromo Plate and
Steel Plate ✱ Writings ✱
Bonds ✱ Linens ✱ Ledgers
✱ Gravure ✱ Specialties in
Thin Papers ✱ High Grade
Novelties in Cover Papers ✱
Plain and Lithographic Coat-
ed Blanks ✱ ✱ White and
Colored Bristols ✱ ✱ ✱



"RUSKIN"

DECKLE EDGE COVERS

"RUSKIN"

DUPLEX COLORED BRISTOLS

"RUSKIN"

DECKLE EDGE BRISTOLS

Have just been added to our stock



The Cover
of this issue of
The National
P r i n t e r
J o u r n a l i s t
is our well-known
ORIENTAL
COVER, BROWN

ATTRACTIVE · ARTISTIC · EFFECTIVE
ADVERTISING DESIGNS.

C.P. ZACHER & CO.

PORTRAITS
AND BUILDINGS
IN
HALF-TONE AND
ZINC ETCHING
PHOTO-LITHO
ENGRAVED
HEADINGS & C.
REPRODUCTION WORK
OF
ALL KINDS.

SEND 2 CENTS
IN STAMPS
FOR
STOCK SHEET OF
PHOTO-LITHO
LETTER HEADS

IT WILL NET YOU A
HANDSOME PROFIT
NO PRINTER SHOULD BE WITHOUT IT.
WRITE US ABOUT
YOUR WANTS.

221 5TH AVE.

CHICAGO.

NOTE COVER DESIGN AND PLATES OF THIS NUMBER MADE BY US.
ALSO SPECIMEN CUT OF FINE HALF-TONE PORTRAIT IN THIS NUMBER ON PAGE 637.

THE SIMPLEX ONE-MAN TYPE SETTER

Shortens the Weekly Pay-Roll

A FINANCIAL RELIEF — NOT AN ADDED BURDEN.



OME PUBLISHERS write us that they would like to invest in SIMPLEX machines, but that they cannot assume the additional burden of paying for them at present. Which shows that they have not given the subject sufficient thought to notice the difference between investing in a SIMPLEX TYPE SETTER and in other machinery.

When a publisher buys a new press, or cutter, or engine, or other machinery of that sort, they add to his facilities, his speed of output, his convenience, etc., but their cost is an added drain on his present resources unless he can increase his business sufficiently to pay for them out of his increased profits.

But a SIMPLEX ONE-MAN TYPE SETTER is a different proposition. It reduces the cost of the largest item in newspaper production — composition. It pays for itself, and more, without the necessity of getting a dollar's worth of extra business. It reduces the pay-roll every Saturday night, and thus becomes a relief instead of an added burden. A few dollars saved every week soon pays for the SIMPLEX, and the saving goes right on — and on!

Whether the SIMPLEX is a relief — a money saver, or not, can be judged from the following extract from letter received last week :

"We have had the SIMPLEX in use six months, and beginning with the first of this month we are sure of an absolute saving in wages for the next twelve months of \$1,000 — how much more, time alone will tell, but there is no chance of dropping below the figures named. In addition to the saving in wages, we have increased in matter set at least 25 per cent — that is, we set one-fourth more matter at a saving of a thousand dollars a year. This showing far exceeds my expectations, and for the first time in my newspaper career I have actually seen myself making money."

A machine which produces such results is a "burden" which every publisher would cheerfully carry. This is not an isolated case, as it is being duplicated to a greater or lesser degree in 30 States.

The price of the SIMPLEX is reasonable, and the terms easy to responsible people. If tired of the burden of a big pay-roll, write us for particulars about the SIMPLEX — "one gives relief."

The Unitype Company

200 Monroe Street, CHICAGO

150 Nassau Street, NEW YORK

NATIONAL PRINTER JOURNALIST

*A Journal for
Printing and Allied Trades*

VOL. XVII.

CHICAGO, SEPTEMBER, 1900.

NO. 9

Of Vital Importance to Employing Printers.

Questions Discussed by the Great Masters in
the Calling in the Largest Cities of America.

*"The Most Important Question" — A Defense Fund Against Unjust Demands, Acts, and Aggressions of Liberty-Menacing Unionism
— The Union Label — Duty to Independent Wage Earners — Strikes and Boycotts — Permanent Office Through Which to Co-operate.*

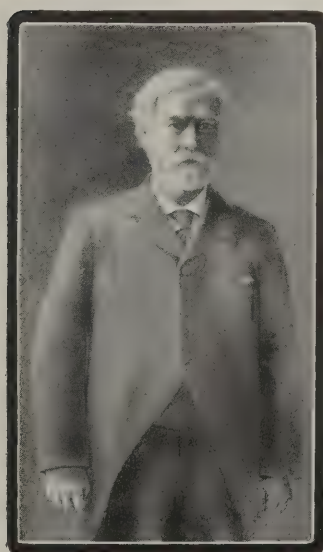
THEODORE L. DE VINNE, CENTURY PRESS, NEW YORK.

"Harmony Between Employer and Employees"—"A Permanent Defense Fund is Really Needed"—"Union Label a Brass Dog Collar."

300 WEST SEVENTY-SIXTH STREET.
NEW YORK, July 24, 1900.

Mr. B. B. Herbert, 334 Dearborn Street, Chicago, Ill.

DEAR SIR: I can not answer the many questions you ask with the fullness that their importance demands.



THEO. L. DEVINNE,
Printer, Publisher, and Author.

must be determined largely by local conditions. From a theoretical point of view it is better that

employer and employed shall be free men. From a practical point of view this is impossible in any city or town where the Union is absolutely in control of the trade. Our Typothetæ has been remiss in not teaching that the specious phrase "minimum rate of wages" is a delusion and snare. This "minimum rate of wages" levels down as well as levels up when it compels the employer to pay three dollars a day to a man who is not worth two dollars. It also compels the skilled workman who might earn four dollars (and would get it if the employer were free) to receive but three dollars.

5. I think that some strikes are right and others wrong. I have no sympathy with any employer who makes unfair bargains with men or seeks to take unfair advantages over his competitors in the price of labor. I think meanly of the boycott as a sneaking way of trying to get justice, as has been fully demonstrated in Cleveland, St. Louis and Chicago boycotts. The money contribution of employees for the support of strikes has been carried to its extreme. I look confidently to a general rebellion against this tyranny.

6. I can imagine that one man appointed by the United Typothetæ, vested with extraordinary powers, could be of great service in the establishment of friendly relations between employers and employed. I can foresee also that he could do a deal of mischief. The good or bad result would depend more upon the man than upon the method.

So much in answer to your direct questions. Let me add that I consider that the antagonism which now exists between the Union and Typothetæ is to be abated not so much by fighting as by conference. The great body of the printing trade in the United States from the feeder to the pressman and even electrotypers are groaning under the tyranny of their officials and protesting against silly strikes and unjust exactions. What they want as workmen, and we as employers want, is the establishment of fair prices and friendly relations. It has been the policy of the Union to keep the two classes as wide apart as possible and to increase the feelings of mutual dislike. This state of affairs can not go on much longer. Seth Low's remark that no bargain is just unless it is favorable to both parties and is to the interest of both parties must be the basis of our action. Yours very truly,

THEO. L. DEVINNE.

J. STEARNS CUSHING, NORWOOD PRESS.

"Employing a Permanent Paid Official"—"A Permanent Defense Fund Absolutely Necessary"—"Union Label a Badge of Slavery, an Acceptance and Approval of Illegal Methods."

NORWOOD, MASS., Aug. 3, 1900.

National Printer-Journalist, 334 Dearborn Street, Chicago, Ill., B. B. Herbert, Editor.

DEAR SIR: In response to your favor of July 19, I would answer your questions as follows:

1. The advisability of employing a permanent paid official who shall give his whole time and energies to the work and improvement of the organization. The reorgani-



J. STEARNS CUSHING,

Norwood, Mass. Secretary of the United Typothetae of America.

zation of the United Typothetae of America on stronger lines, in order that members shall be bound by the action of the majority (under penalty of suspension or loss of membership) instead of compliance with the decision of the majority being a purely voluntary matter. This should certainly apply at least to those voting in the affirmative on any question of proposed action or policy.

2. I consider the establishment of a permanent "Defense Fund" absolutely necessary; this fund to be disposed of as occasion may require in maintaining the "rights of the individual as opposed to the arrogated rights of trade societies."

3. I am firmly and unalterably opposed to any discrimination between those who choose to belong to an association and those who prefer to retain their personal independence. While recognizing the right of individuals to form associations and to take membership therein, the equal right of others to remain outside of such associations must also be protected. Forced unionism is, in my opinion, the worst possible form of industrial slavery, and can but work to the injury of all concerned, both employers and employees. No government, whether Town, City, State, or National, has the right to discriminate in favor of Union labor as against non-Union labor. If American citizenship means anything at all, it means the right to "life, liberty, and the pursuit of happiness," and these rights, as exemplified by many recent strikes, the labor unions have totally ignored and denied. So long as this is a fact, the use of the Union Label is not only a badge of slavery, but a tacit acceptance and approval of the illegal methods adopted to enforce its use, regardless

of the rights of those who do not choose to hand themselves over—body, soul, and business—to the tender mercies of irresponsible "walking delegates" and mob law.

4. The United Typothetae of America can accomplish no better work than to protect its membership against forced unionism.

5. No.

6. In a general way, yes. But I do not believe in coddling men simply because they do not belong to the Union. Being non-Union men does not always imply that they are in the right or that they are good men. There should be no discrimination either way. When the Unions learn to respect the rights of others outside of their organization, they can be made a source of good to all. But to be fair and beneficial to all there must be *voluntary* and not *enforced* unionism; and a workman must be protected in his right to remain outside of the Union if he so elects, or to resign from the Union when he feels that he can not consistently support its actions. *Free unions; no slave unions!* Very truly yours,

J. STEARNS CUSHING,
Secretary U. T. A.

W. P. DUNN, CHICAGO.

"A Permanent Working Secretary"—"Establish a Permanent Fund"—"Protection of Freeborn Citizens"—"Never Had the Union Label."

CHICAGO, Aug. 8, 1900.

B. B. Herbert, Esq., Editor National Printer-Journalist, 334 Dearborn Street, City.

DEAR SIR: Yours of the 19th inst. received. In answer to your questions I will say:

1. The most important business the United Typothetae can take up at its next annual meeting is the matter of appointing a permanent working Secretary. It is important because of the immediate necessity and because of the great good he could eventually accomplish.

2. Establish a permanent fund, call it what you may, but with it a committee to safeguard its use. I do not like the spirit of this question and do not answer it in full.

3. My answer to this is fully given in the statement that I have never had the Union label.

4. I believe in the protection of free-born citizens in their right to earn a living commensurate with their ability and their rights to be bound or loose as they choose.

5. This question is too far-reaching and complicated to answer in a paragraph.

6. I favor the establishing, at a central location, of a permanent office of the United Typothetae of America, under the direction of the Secretary or other officer.

Respectfully, W. P. DUNN.

A. H. PUGH, CINCINNATI.

"What Does the United Typothetae Stand For?"—"A Boycott Is the Greatest Possible Outrage on Rights of Individuals."

B. B. Herbert, Editor National Printer-Journalist, Chicago.

DEAR SIR: Replying to your letter of July 19, I would say that the answer to the first question which is asked is the ground-work for the rest of the questions proposed. I consider that the most important topic for discussion, and one that must be settled now, is "What Does the United Typothetae Stand For and What Should It Do?"

In the original organization of the Typothetae it was my understanding that its purposes were to form such a close union among employers as would enable them to resist any unjust efforts on the part of the International Typographical Union as would endanger the earning powers of the printing business. Even as early as 1891-2 the New York Typothetae at Toronto and Cincinnati was most active in its efforts to prevent any discussion whatever of the nine-hour day which was then agitated. In the year 1898 the United Typothetae at Milwaukee by a resolution, principally supported by the same men who opposed the nine-hour move in 1891-2, appointed a committee to meet with a similar committee from the International Typographical Union to fix the hours of labor, in union and non-union offices throughout the United

States, the latter of whom have never recognized the International Typographical Union or had been recognized by them. There is nothing in the constitution of the United Typothetæ which obligates a member to conform to any legislation which the United Typothetæ may enact. (The same may be said of the relation of the local Typothetæ to its members.) And until the United Typothetæ becomes an organization in which its members, union and non-union, will agree to so obligate, I hold that that organization has no power to deal in any manner, shape or form with the International Typographical Union.

It has been my experience that so far as combined effort is concerned it is as useless for union and non-union employers to be in an organization together and effect any good as it would be for union and non-union employees to get together. The non-union employer has, relatively, no better standing in the eyes of the union employers, than the non-union employee has in the eyes of the union employee; and until this matter is settled, I think the organization should not attempt to do anything more than meet in a social way.

The interest of so many individual members of the various Typothetæ is such that the use of the union, and the union label, is apparently paramount to any obligations that they have toward their fellow-members.

If a defense fund is created, the Typothetæ then must take an absolute stand as to its application, and I do not think that the present organization can do so. The same may be said in regard to a permanent Secretary to increase the membership and gather statistics. If the organization can not act as an organization, I do not think that the expense should be increased one dollar.

I am enough of an American to consider that a boycott is the greatest outrage upon the private rights of the individual which can possibly be practiced.

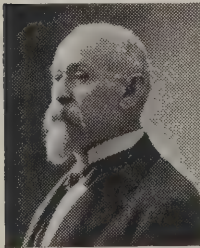
Yours very truly, A. H. PUGH.

J. H. BRUCE, NASHVILLE.

*"Relations of Employer and Employee Vital Subject"—
"Favor Building Up a Large Defense or Legal
Fund"—"Law Requiring Union Label Un-
constitutional."*

Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR: Yours of the 19th asking for an answer to several questions was duly received. After some thought I give short ideas of mine on the different matters referred to.



J. H. BRUCE,
Nashville, Tenn.

1. I consider the relation of employer and employee the vital subject for consideration at our meeting in September.

2. I am fully convinced that the time has arrived when we should become strong from a financial standpoint as an organization, to such an extent as will let our enemies know and feel our power when we are assailed, and favor the building up of a large defense or legal fund.

3. (a) The enactment of laws by states, counties and municipalities requiring the use of the union label on their printing is in my opinion supported by a number of recent decisions, wholly unconstitutional and void. Such legislation is invariably the work of some political demagogue, the labor representative who seeks to hold his standing among the labor organizations, while at heart he is not as good a friend to labor as many who vote against such legislation. (b) Securing work through the use of the union label is in my opinion beneath the dignity of any respectable concern, and in this city is doing vast injury to our local Typothetæ. I have absolutely refused to use it under any conditions and hope soon to be able to report that our state has declared against its constitutionality.

4. I think it the duty of all members of the United Typothetæ to give all moral support possible to every free American citizen who attempts to earn a livelihood for himself and those dependent upon him, and who

earnestly endeavors to show his manhood by refusing to become a slave of some labor union.

5. I do not believe strikes and boycotts as now practiced by labor organizations have any semblance of right or justice on their side, and think the time has arrived when the State and Federal governments should guarantee to their citizens the protection to which they are entitled as taxpayers.

Replying to the latter half of question 5, I would say that while I do not believe it is right to pay money to the class referred to, yet in many cases, such as my own, local conditions make it almost impossible to successfully conduct our business otherwise.

6. On this subject at first glance I would say yes, but prefer to hear the question fully discussed before making a final decision.

J. H. BRUCE,
Prest. Marshall & Bruce Co., Nashville, Tenn.

MR. FRANK SHOOP, OF ST. PAUL.

Thinks the Union Label Disfigures Work and Is a Deception and Delusion—"The Greatest Menace to the Government That Exists."

To the Editor National Printer-Journalist.

The betterment of our trade is naturally the first idea which strikes one as being a proper subject for discussion at the forthcoming meeting of the National Typothetæ,



FRANK SHOOP, ST. PAUL, MINN.

and in answer to the first question of your circular letter. It is a very easy matter, however, to legislate laws, but another thing to enforce them. The "Code of Ethics" as promulgated by the National Typothetæ is an excellent summary of our duties to each other. The individual is at fault, not the Typothetæ. The underhanded practices of a few in a community create distrust not only among members but among those who are not identified with the organization, and hence are loth to become members. There is no doubt but that the Typothetæ could be made a more useful means to benefit the trade and those engaged in a business which does not show the lucrative returns which manufacturing in other lines produce. The printers themselves, however, are to blame—not the public. The dissemination of information bearing upon all phases of the business would do much toward bringing good fruit, and the excellent trade papers have done much already in this respect.

Second. The permanent defense fund, in my judgment, would not result in accomplishing anything. Money would not make wrong right. The right to manage our own

business is a privilege accorded us under the Constitution of these United States, and to maintain this right does not require a defense fund.

Third. While the union label is a disfigurement of the work upon which it appears, at the same time its appearance on a job is a deception and a delusion, placed there to catch trade, not for any love "for the cause." It is used mainly by candidates to catch labor votes, and the intelligent workman is not induced to vote for a candidate for some political office simply because the union label appears on the card presented him. Very frequently the card was printed by a printer who does not pay his bills.

Fourth. I do not believe the Typothetæ can do anything with this question. It is a matter solely with the individual employer to handle. He should at all times encourage faithful and trustworthy employees by coming in personal touch with them.

Fifth. Properly conducted labor unions are the means of accomplishing much good. The shysters and agitators do the harm. The forcing of union claims by boycotts, strikes, lockouts, etc., is one of the crying evils. Coercion will not accomplish that for which they seek. Human nature rebels at being caught by the throat and forced to do a thing which one may at heart feel is a just demand. One naturally resents and repels the method. Hence arises a great deal of all the "labor" troubles. The solution should, in my judgment, be with the government. The government should enact laws, appoint an arbitration committee, by whom all grievances should be heard, and whose decision should be final. In this connection I can do no better than to copy the following extract from *Harper's Weekly*, written by E. S. Martin, in his "This Busy World" notes:

"It must be apparent to any one who watches the signs of the times that the combinations of labor unions which aspire to control the market for skilled labor in all parts of the country form one of the most serious complications, perhaps the most serious, which just now confronts our civilization. The purpose of the unions, as pretty clearly demonstrated of late in Chicago and St. Louis, is that no man shall work at a trade except as the unions direct, and during such hours and for such wages as the unions prescribe; that no employer shall hire other than union labor; and that any man, workman or employer, who violates the unions' commands must expect violent and protracted persecution. Mr. N. F. Thompson, of Huntsville, Alabama, secretary of the Southern Industrial Convention, discoursed about this trades-union question before the Industrial Commission at Washington the other day. Labor organizations, he said, are now the greatest menace to this government that exist. As the result of years of study and wide observation he declared that the organizations were degenerating, and the signs of it he found in these facts: that many leaders are avowed socialists; that the organizations are weakening the ties of citizenship; that they create widespread disregard for the rights of others entitled to the protection of organized society; that they tend to destroy respect for law and authority among working men; that they array working men against employer and create antagonism between persons whose interests are interdependent; that they demand of the Federal, State, and municipal authorities class legislation and class discriminations utterly at variance with the principles of our government; that they destroy the right of original contract between employers and employees; and that by their abuse they bring reproach on the judicial tribunals of the country. Mr. Thompson thinks that strikes and boycotts should be made a felony; and his device for settling disputes between employers and workmen is compulsory arbitration. There seems to be no trust anything like so arbitrary as the great labor trusts. No employer goes farther with his employees than to say, 'I will pay you such wages and no more.' He does not say, 'You shall work for my wages.' He says, 'You may work or not.' But the labor unions say in effect to the employers, 'You shall do so and so, and if not, neither we nor any one else shall work for you.' Almost every one favors labor unions when wisely managed and limited in their purposes to aims which do not conflict with the rights of other members of the communities in which they exist, but the developments in the Western cities indicate that an attempt is being made to create a great monopoly of skilled labor, which shall include and control every man who works at a trade or for a corporation, and shall dictate conduct and terms to every employer of such men. It is too big an undertaking to succeed, but it is not too big to make a vast deal of trouble."

St. Paul, Minn., Aug. 10, 1900.

FRANK SHOOP.

O. W. BRADY, THE S. S. MC CLURE CO., NEW YORK CITY.

"Favor Defense Fund"—"A Permanent Office"—"Union Label an Imposition"—"Workmen Should Stand on Their Own Merits."

NEW YORK CITY, Aug. 6, 1900.

National Printer-Journalist, 334 Dearborn St., Chicago, Ill.

DEAR SIR: In reply to your favor asking me to give my views on several questions or any one of them, would

say that I have been away and am consequently very busy. I therefore do not see how I can write anything on the subject.

My views on the following questions in concise form are as follows:

First. The most important topic for discussion at the meeting of the United Typothetæ of America would be how the employees and employers can get together to their mutual benefit without demoralizing the trade.

Second. I am in favor of a defense fund, if it is found necessary to have one.

Third. The union label I think is an imposition on the public and should not be tolerated, as it is not honorable competition.

Fourth. In employing printers and workmen, in order to maintain their independence as free wage-earners and citizens, they should be allowed to stand on their own merits, and should make contracts according to their work without any dictation from labor organizations, otherwise they are not free citizens, and any man of ability will not be lacking in opportunities to better himself if he gives strict attention to the branch of business he follows.

Fifth. I do not believe in strikes or boycotts, neither do I believe in employers cutting wages to such a point that it becomes impossible for the employees to live decently and have the respect of their neighbors.

Sixth. Would favor the establishment of a permanent office for the United Typothetæ of America, as you suggest.

This I suppose is not what you want, but I have merely given you my views briefly on the different subjects.

Yours very truly,

O. W. BRADY.

FRED BARNARD, BARNARD & MILLER, CHICAGO.

"Employ No One Who Impairs Peace and Welfare"—"Use of Union Label Debasement, Bribery Mean and Mangy."

CHICAGO, July 28, 1900.

B. B. Herbert, Editor National Printer-Journalist.

DEAR SIR: Your wish to help both master and man in these our troublous times induced you to ask my views

of what I consider the most important topic for discussion at the approaching meeting of the United Typothetæ of America. Also five other questions.

1. Determination to employ no one who will impair the peace and welfare of parties in interest.

2. Defense Fund, etc. Venal officials might divert its usefulness.

3. Use of Union Label. Its use is a debasement of both candidate and voter. I know of no form of bribery so mean and mangy.

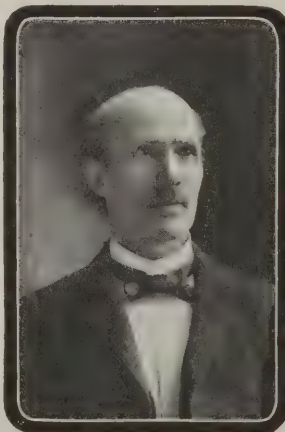
4. Free Wage Earners. Well-doing can be obtained only by co-workers and bona fide wage-earners. Like courting, the "organizer" is "one

too many." Honest value is the sole equivalent of a fair wage.

5. Strikes and Boycotts. Strikes lead to injury; boycotts, to revenge. If any wrong has been incurred, an appeal to the law can be made to right a real injury. It is a habit of strikers to avoid courts of law.

As to "employees paying money to support strikers"—in a known case of this kind, the employee should be solicited to place a like sum to support his employer to resist strikes. This might be burdensome to the employee, but I think the proposition to be correct—it is the weak spot in practice today.

6. Location of Secretary. The United Typothetæ of America is but the shadow desired by its founders without an officer in full sympathy with essential objects and



FRED BARNARD, CHICAGO.

results its constitution proclaims: "Exchanging information and assisting each other when necessary"—demonstrating its value especially in the employment of independent and meritorious wage-earners only—a polity that has been too quickly abandoned. Yours very truly,

FRED BARNARD.

CHARLES FRANCIS, NEW YORK.

*"Permanent Headquarters"—"Must Have a Defense Fund"—
"Aggressiveness of Labor Unions a Menace to
the Industries."*

NEW YORK, July 24, 1900.

The National Printer-Journalist, 334 Dearborn St., Chicago.

DEAR SIR: In reply to yours of the 19th instant, desire to state that no more important topic for action (not discussion)



CHARLES FRANCIS, NEW YORK.

can come up than that of permanent headquarters and a defense fund. If the United Typothetae is to accomplish anything for the uplifting and protection of its members it must have a defense fund and as full and complete an organization as that of the labor unions. I would go further, as a matter of discussion, and put forward the formation of an inter-trades organization of employers for the purpose of securing fair legislation of employers' interests and defeating unfair legislation by the combined labor unions. I should not wish to see the destruction of the labor organizations, but rather desire to work toward the end that the employer and employee through their organizations should join hands in furthering their mutual interests, which are, in fact, identical. The labor unions are at present becoming so aggressive as to form a menace to the industries from which they draw their subsistence and this aggression must be met by firmness backed by the funds to take hold of the situation, and above all things united action. The comparative ease of the successes of labor organizations is that it takes each individual firm and endeavors to coerce them as individuals and this confirms the necessity of united action. There never was a greater need for a United Typothetae than at present in order that the equilibrium between capital and labor may be preserved.

CHARLES FRANCIS.

L. D. BISSELL, ST. PAUL.

"Raising a Permanent Defense Fund the Right Thing to Do"—"Favor the Establishment of Permanent Office"—"Securing Work by Union Label Dishonorable."

ST. PAUL, MINN., July 30, 1900.

Mr. B. B. Herbert, National Printer-Journalist, Chicago.

DEAR SIR: In answering the six questions asked by you in yours of the 15th inst., I will be as brief as possible, knowing that space in your publication is valuable and presuming that you will receive many communications on the subject.

First. (a) The financial question—uniformity of prices. (b) The stoppage of wholesalers selling stock to consumers.

Second. I think that the raising of a permanent defense fund is the right thing to do, and that it can not be commenced too soon.

Third. The use of the Union Label on any kind of printed matter should be discouraged by all employing printers. In fact they should positively refuse to use it under any circumstances. I do not consider securing

work by the use of the Union Label an honorable piece of business.

Fourth. My idea as to members of the Typothetae employing printers is that they should make no distinction between union and non-union men. What we are after is competent workmen.

Fifth. I do not believe that strikes and boycotts at the present time are founded on right or justice.

Sixth. I most certainly favor the establishing of a permanent office of the United Typothetae of America for the purpose you mention. There are many first-class and worthy printers today who are unable to secure permanent employment because they can not conscientiously subscribe to the rules of the Unions. It is the duty of all members of the Typothetae to extend to them a helping hand. Very respectfully,

L. D. BISSELL.

JOHN TAYLOR, PRESIDENT DETROIT TYPOTHETAE.

*"Such a Fund Should Be Established and Maintained"—
"Union Label Abolished"—"Permanent Officer Could
Accomplish a Great Deal of Good."*

DETROIT, MICH., July 25, 1900.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

DEAR SIR: In reply to your circular letter of July 19, I beg leave to submit the following answers to questions contained therein:

1. Some feasible plan of combination to prevent the ruinous competition which exists in the printing industry.

2. Such a fund should be established and maintained. It is not just that any one city should shoulder the large expense of a fight, when the question really affects the interests of the employers in all sections of the country.

3. Would like to see the union label abolished. Printers should not be compelled to so label their goods when the requirement is not exacted of other employers who do work for city or state governments.

4. We should encourage workmen who desire to maintain their independence. This is a field for energetic and systematic work. The Union employs men and measures to make converts to their ranks, and to offset this we should adopt means to keep these workers free from alliances they would not enter if sufficient inducements were offered by the employers.

5. Emphatically no. Countless numbers of disinterested people, many of whom can ill afford it, suffer through the orders that are issued by heads of labor organizations, who seem to have no thought of the widespread disaster they force upon their followers. It is an encouraging sign of the times to find that the courts of some states have realized the wrong of strikes and boycotts.

6. Yes. Such an officer could accomplish a great deal for the Typothetae. There is so much work for such an officer that it is not to be expected the best results can be accomplished unless he devoted all his time to the work, and received proper compensation for the same.

Yours respectfully, JOHN TAYLOR.

Pres. Detroit Employing Printers and Publishers' Assn.

W. H. WOODWARD, ST. LOUIS.

*"How to Avoid Business Competition"—"In Favor of a
Defense Fund"—"Use of Union Label Is Optional."*

Mr. B. B. Herbert.

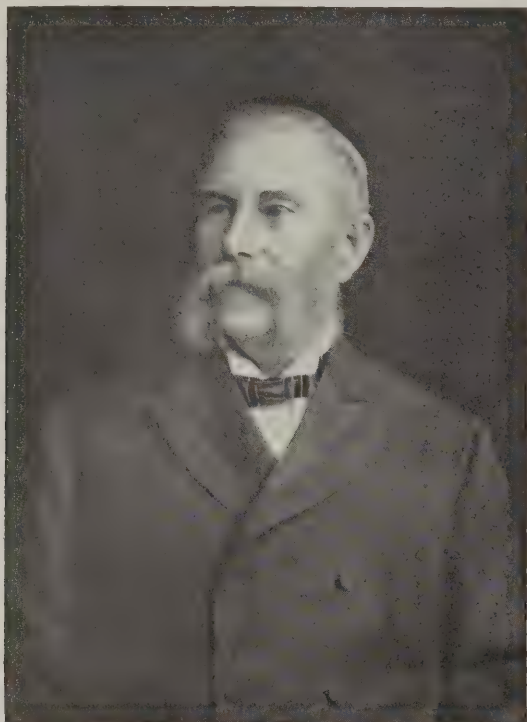
DEAR SIR: I send you herewith my answers to questions propounded by you to the members of the United Typothetae of America. There are two sides to every question, and while I do not feel that I can agree with the spirit of your interrogatories, I believe my answers will be found in accord with a large majority of our Association:

"Dear Sir: In view of the meeting of the United Typothetae of America at Kansas City, September 24, will you kindly answer the following questions?"

"1. What do you consider the most important topic for discussion at the approaching meeting of the United Typothetae of America?"

1. The most important topic for discussion at the approaching meeting of the United Typothetae is, in my

opinion, how to run the printing business on common-sense principles, to avoid ruinous competition, to quit trying to do work at 25 per cent below cost, to recognize the fact that we are engaged in a reputable business, and are entitled to a fair profit on what we produce, and that without grinding down the wages of our employees, slighting our work and endeavoring to come out even on contracts figured far below legitimate price. Other economic questions, looking to the betterment of the trade, should be discussed, as they have been from time to time in



W. H. WOODWARD,
St. Louis.

the past. The material for these reforms is provided in almost every issue of the printing trades journals. Estimates are furnished by practical men who have made their business successful by working on the lines indicated.

"2. In view of the recent manifestations of unionism in Kansas City, St. Louis, and other points, what are your views as to the establishing of a permanent defense fund, to be used, as occasion may require, to aid employing printers in maintaining the right to manage their own business without interference or molestation?"

2. I am in favor of a defense fund to be placed under the control of the Executive Committee, to be used against unjust demands of the Unions, and am in favor of giving said committee authority to decide as to whether all legitimate means have been used to settle differences between the employer and employee, including arbitration, if demanded by either party. After a full investigation of all conditions by said committee, upon their report, I am in favor of using the fund to a finish. I am not in favor of using the money thus subscribed by the printers of this country solely for the purpose of crushing out unionism.

"3. Give your views as to the requirements of the use of the union label on public printing and on tickets and printed matter for political parties. Is securing work through the use of the union label honorable competition?"

3. The use of the union label is optional, and the demands for its use are largely of a political character. Several courts have decided against discrimination on account of the label in public work, and others have decided in favor of such action. This question will be decided by the higher courts, and will then cease to be a subject of contention. I consider the use of the label by any printer a matter of his own volition.

"4. Give your ideas as to the duty of the Typothetæ

and of employing printers generally toward workmen who maintain their personal independence as free wage-earners, ready to make their own contracts of labor, and to stand on their own merits as to wages instead of being under the dictation of so-called labor organizations, "Organizers," "Business Agents," or others, who undertake to dictate wages, hours of work, and how much is to constitute a day's labor."

4. The spirit of this question and the animus of the writer is so evident that it discredits the entire document. The members of the United Typothetæ stand absolutely free in their relation to their employees as to union or non-union. If a majority of the Typothetæ succeed in making a policy for its members as to what class of workmen they shall employ, it will disrupt our organization. We have always accorded Mr. Smith, or Mr. Jones, the right to employ whatever class of men they choose. Mr. Smith may boast that he never has, nor never would, employ a union man, while Jones is equally unanimous in employing none but union men. A very large majority of the Typothetæ employ members of the unions, and many do so exclusively. To show how little importance has been placed, in the past, upon the affiliations of our members as to union or non-union, it may be mentioned that our most excellent President was unanimously chosen, by the Typothetæ of New Haven, notwithstanding his well-known attitude upon the labor question. No, it will not do to make any binding discrimination as a body for or against "free wage-earners," and those who choose to belong to a union. A word as to the concluding clause of this question, "What constitutes a day's labor?"* Mr. Herbert knows, or should know, that the question of shorter hours has been under consideration for many years, and the Typothetæ is on record as to the desirability of this measure, whenever conditions would warrant the change. At the meeting in Milwaukee it was decided to confer with the Typographical Union, in an effort to establish a nine-hour day. The conference was successful, and resulted in what was generally conceded to be a desirable result, a lessening of the day's work. While this deduction cost a large decrease in profits, it was accepted in deference to the sentiment of the country at large, that we should conform to the tendency of the day, and ameliorate the condition of the employees.

"5. Do you believe that strikes and boycotts, as practiced, have any foundation in right or justice? Should employers pay money to men who contribute regularly to a fund to support strikers in efforts to dictate to employers, and to control the property and business of others, while paying no taxes thereon, and taking no responsibility with regard thereto, and in no way sharing in any losses that may be incurred?"

5. I do not believe in strikes and boycotts, and believe that both should be avoided by every effort. I do believe in arbitration, and every legitimate means to settle labor disputes, and further, I hold that when either side to such disputes persistently refuses to submit to arbitration, such action places the declining party in a defensive attitude. As to the right of an employee to contribute to a defense fund, I think it is his by right of his American citizenship.

"6. Would you favor the establishing, at some central location, of a permanent office of the United Typothetæ of America, under direction of the Secretary, or other officer, for the purpose of keeping in touch with, encouraging and giving employment to independent wage-earners, journeymen printers, pressmen and feeders? To secure and transmit information as to prices of competitive work? To encourage and aid, as far as possible, in the practical education of independent workmen? To furnish all such further information as might be asked for the benefit and advancement of the calling and its members?"

6. I am utterly opposed to the establishment by the United Typothetæ of a school or asylum for non-union printers, pressmen or feeders. Am also equally opposed to such an institution for the benefit of union workmen. We must adhere to the original scope and limits of our organic law. We must not seek to array our members against each other.

W. H. WOODWARD.

[*Mr. Herbert knows all about it and had adopted the nine-hour day in this office a year before the Syracuse agreement, and so stated at Milwaukee, and advised master printers that if conditions would warrant the change to make it, without putting themselves in the position of being, or seeming to be, compelled thereto by the dicta-

tion of union bosses, who denounced employers ever as enemies, and would claim the concession a "victory" over the "enemy" in order to strengthen their hold upon, and to show how necessary they are to, the workmen in securing consideration or even justice at the hands of their task-masters, the wicked employers. In our view, the result of the Syracuse agreement, by strengthening the hands of union demagogues and bosses, has already led to unreasonable demands and has lost the trade hundreds of thousands of dollars, and has alone made necessary the defense fund which Mr. Woodward favors. Mr. Herbert has never objected to the shorter day or to high wages when the wages have been by mutual agreement of the parties concerned or have been in proportion to the earnings. The clause, "What constitutes a day's labor?" does not refer to the number of hours, but to the attempt of unions to say that no man shall do above a certain amount of work in those hours, striving thereby to force all workmen to the same level, to kill all opportunity or ambition for greater attainment. Theoretically Mr. Herbert has been an advocate of the eight-hour day for a quarter of a century and has the printed record to prove the statement, but never supposed a shorter day could be established without any regard to the interest of the employers, nor otherwise than by a law that would be general in its application. Mr. Herbert has never opposed, but on the contrary has always favored rational organizations among men by whatever name called, for the increase of knowledge, for mutual helpfulness, for improvement of themselves and their callings, and the increasing of their legitimate incomes or earnings, and has favored unionism and even conducted a union office until he found that a depraved unionism, in the large cities at least, had developed into schools of treason to employers and to the guaranteed rights of men, striving to set up a government of its own in defiance of law and to deprive all who would not join unions of the right to labor or to live, using threats, vulgar insinuations and opprobrious epithets, blackmail, assaults and murder in the enforcing of their decrees, seeking to fix the amount of wages not by the value of service, but by an arbitrary rule that gives the earnings of the industrious to the indolent, destroys all incentive for higher attainments and puts "soldiering" and disloyalty to the interests of employers, who pay the wages and take the risks, at a premium, and efficiency and loyal, honest service at a discount. Mr. Herbert finds that in practical life it is not safe to deal with idealized conditions as real, and until an organization frees itself from criminality, from injustice and violence, from bribery under the cloak of the union label, from the robbery and destruction of the property of others under the illegal boycott, the members thereof have no more right to the consideration of loyal American citizens than China has a right to ask the consideration of the civilized nations while firing on or denying protection to their representatives. Mr. Herbert also believes in arbitration, when there is anything to arbitrate. But arbitration must be founded on some mutual contract expressed or implied; there must be some mutual grounds of dispute. If a man or an organization makes a demand to conduct another's business, there is no law or reason in religion, morality, equity or justice, that would grant the right to arbitrate such a demand, any more than the highway robber who threatens your person and seizes your purse would have a right to demand arbitration to see whether or not he should retain all or part of your money. —ED.]

HON. JOSEPH J. LITTLE, NEW YORK.

"The Relation of Man to Man" — No Sympathy "for the Employee who will Seek to Harass the Business of an Employer at the Dictation of Another" — "Capital Invested in Business is a Defense Fund" — "Requirement of Union Label an Outrage."

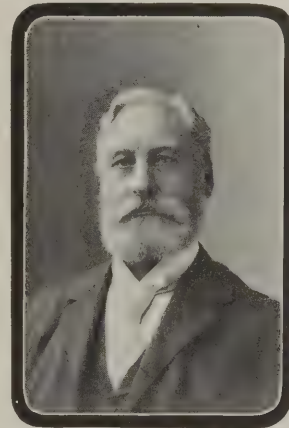
New York, N. Y., July 24th, 1900.

Mr. B. B. Herbert, Editor National Printer-Journalist.

Dear Sir—I beg to acknowledge the receipt of yours of the 19th inst. propounding a series of questions, and beg to say in reply as follows:

First, You ask "What do you consider the most important topic for discussion at the approaching meeting of the

United Typothetae of America?" In reply, I consider the most important topic before the United Typothetae of America at the next Convention, and at every Convention, the relation of man to man, and in our particular case, of course, this means the relation of employer to employee. To illustrate that permit me to quote from some remarks that I made in January last before the Connecticut Typothetae. "The great universal law of Nature is that man shall live by work. It is, therefore, the natural birthright of every man to work, and, if this be so, it is also his right



J. J. LITTLE,
New York.

to enjoy the fruits of his labor." . . . "There was a time when labor could be independent of capital because a man might exchange his labor directly for the necessities of life, but that time has long since passed. Both society and business are today so organized that we require a medium of exchange, and therefore capital is a necessity. There never was a time when capital could be independent of labor, for capital is accumulated labor. As electricity is stored for use when it may be required, or as the sunbeams of perhaps a million years ago were stored in the bowels of the earth in form of coal for our use and comfort of today, so is capital but accumulated labor. What we designate as the conflict between capital and labor is simply the effort of weak humanity to properly utilize this storage battery of labor. Not fully understanding the wonderful science necessarily leads to trouble, just as trouble arises in every department of life where unskilled labor endeavors to perform delicate duties requiring a higher degree of technical skill. The wood sawyer cannot perform with success a delicate surgical operation, neither has man been able with his present knowledge to successfully adjust the delicate relations existing between reserved and active labor. The task is herculean. It is not confined to one class, locality or nation. It is the one great absorbing question of the times. Even the multi-millionaire feels the responsibility resting upon him because of the millions under his control. Almost daily we read with wonder of the amazing gifts of the wealthy for the benefit of education, for science, for the poor and for the sick. This is but one of the results of the study of the great question of the proper distribution of accumulated labor. It may or may not be the best solution of the question, but it certainly is the best and most direct solution of this important question, of which the possessors of great wealth seem to have knowledge. We must therefore wait and hope for the rapid discovery of the light necessary to enable it to be done more equitably, and until that time does arrive, we should endeavor as best we may, to make the difficulties of each as light as possible.

"I have no sympathy with the employer who would seek unfairly to compete with his neighbor in business opera-

tions by taking advantage of the necessities of his employes. In my judgment the rate of wages and the hours constituting the day's work should be established by conference between representatives of those who are to do the work and those who are to pay the wage. That having been fairly and honorably agreed upon, the man who would by trick or device take advantage of his neighbor on the one hand and his employer on the other, should be avoided by all fair-minded men. On the other hand, I have no word of commendation for that employe who, after years of contented service, will seek to harass and disturb the business of his employer at the dictation of another, no matter if that other is his Union, at least without an effort first to come to a mutual understanding, and permitting his employer a fair opportunity to protect himself by adjusting such contracts as may by the proposed changes be made burdensome. Do not understand that I am opposed to unions, for the contrary is the fact. I am a firm believer in unions. . . . However, because I advocate trades unions when organized to benefit, it does not follow that I must approve of trades unions whose efforts appear to be to injure all that are not included in their membership. You surely can see that there is a great cardinal difference between an organization intended to confer benefits and one that imposes injuries. If a black man's right to his own labor was worthy of one of the greatest of modern wars, can we sit idly by and acquiesce in a white man being deprived of the same right?" The question is a great one and has agitated the world from its infancy, and will undoubtedly continue for generations to come.

Your second question is: "In view of the recent manifestations of Unionism in Kansas City, St. Louis, and other points, what are your views as to the establishing of a permanent defense fund to be used, as occasion may require, to aid employing printers in maintaining the right to manage their own business without interference or molestation?" In reply, while there have been serious strikes in the cities you mention recently, they do not differ materially from those that are continually taking place in different parts of the country, and I do not think there is any more need now for a permanent defense fund than there has been in the past. However, as every employing printer must have capital invested in his business, that is his defense fund, and is always available for him to draw upon either for his own advantage or to assist his fellow employers, if his judgment so dictate. So why should capital be withdrawn from our business, placed in a Trust Company drawing possibly 2 per cent interest, whereas it can be used to far better advantage until it may be required.

Your third question is: "Give your views as to the requirement of the use of the union label on public printing and on tickets and printed matter for political parties. Is securing work through the use of the union label honorable competition?" In reply, my own opinion as to the requirement of the union label, is that it is an outrage for any municipal, state or the National Government to require it. Every man under the law should be equal, and, therefore, a requirement such as you suggest creates favoritism and should not be tolerated. Printers of the United States should be willing to give of their means until every State, if need be, declare against it. I am glad to know that the courts of your own state, and also Missouri, have decided such a requirement unconstitutional. The United Typothetae of America is now assisting the Typothetae of California in resisting such a rule.

Your fourth question is: "Give your ideas as to the duties of the Typothetae and of employing printers generally toward workmen who maintain their personal independence as free wage-earners, ready to make their own contracts of labor and to stand on their own merits as to wages, instead of being under the dictation of so-called labor organizations, "Organizers," "Business Agents," or others, who undertake to dictate wages, hours of work, and how much is to constitute a day's labor?" In reply, I believe that every man should have a right to join the Union or not, as he sees fit, and the law should protect him to the uttermost in such a right. However, I do not believe that any organizations have a right to put a limit to a day's work for any particular individual. Nature has endowed some men with more capacity than others, and they should have a right to use that for their own benefit or that of their employer. Neither has a Union the right to prevent a man working because he does not join it. Having said

that, I beg to quote again from some remarks that I made upon the floor of the United Typothetae of America at its annual Convention at Nashville in 1897. In this quotation I include the reporter's statement of applause, because it gives the weight of the endorsement of the United Typothetae to them. The question under discussion was that of arbitration, and I am pleased to say that the principle of arbitration received the approval of that Convention. "We must not ignore the fact that our workmen have a right to strike. (Applause.) . . . Every member of the Typothetae may want to treat their men fairly, but there may be men outside of our organization that do not. Is it meant to say upon this floor that these men must submit to all indignities or injustices without any resort to the only means which they have conveniently at hand, and that is to strike? (Applause.) I say we should not attempt to deprive men of their right to strike, but we should try to teach them to strike only when there is something to strike for, and not when it is to deprive some other honest workman, because he does not care to join their Society, of the opportunity to work for a living the same as they, unless they do join them." (Applause.)

Your fifth question is: "Do you believe that strikes and boycotts, as practiced, have any foundation in right or justice? Should employes pay money to men who contribute regularly to a fund to support strikers in efforts to dictate to employers and to control the property and business of others, while paying no taxes thereon and taking no responsibility with regard thereto and in no way sharing in any losses that may be incurred?" In reply, this question is partially answered in the last. Men have a right to strike and men have a right to pay their money, if honestly obtained, to Trades Unions, or any other fund, if they believe it to be to their advantage. But you will readily understand from the above answers that I do not believe they have any right to prevent others from working, or that they have a right to use physical force as a means of intimidation, as they frequently do.

Your sixth question is: "Would you favor the establishing, at some central location, of a permanent office of the United Typothetae of America, under the direction of the Secretary or other officer, for the purpose of keeping in touch with, encouraging and giving employment to independent wage-earners, journeymen printers, pressmen and feeders; to secure and transmit information as to prices of competitive work; to encourage and aid as far as possible in the practical education of independent workmen; to furnish all such other further information as might be asked for the benefit and advancement of the calling and its members?" In reply, I have not given sufficient consideration to this question to care to commit myself positively one way or the other. However, I wish to say this, that we have a very able Secretary, and I hope he may permanently continue, for we have never found under his careful attention any need of a salaried Secretary, which I understand your question involves. Hastily yours,

JOSEPH J. LITTLE.

THE QUESTIONS.

The National Printer-Journalist submits the following questions to the delegates of the U. T. A.:

In view of the meeting of the United Typothetae of America at Kansas City, September 24 to 27, will you kindly answer the following questions?

First—What do you consider the most important topic for discussion at the approaching meeting of the United Typothetae of America?

Second—In view of the recent manifestations of unionism in Kansas City, St. Louis, and other points, what are your views as to the establishing of a permanent defense fund to be used, as occasion may require, to aid employing printers in maintaining the right to manage their own business without interference or molestation?

Third—Give your views as to the requirement of the use of the union label on public printing and on tickets and printed matter for political parties. Is securing work through the use of the union label honorable competition?

Fourth—Give your ideas as to the duties of the Typothetae and of employing printers generally toward workmen who maintain their personal independence as free wage-earners, ready to make their own contracts of labor and to

stand on their own merits as to wages instead of being under the dictation of so-called labor organizations, "Organizers," "Business Agents," or others, who undertake to dictate wages, hours of work, and how much is to constitute a day's labor.

Fifth—Do you believe that strikes and boycotts, as practiced, have any foundation in right or justice? Should employees pay money to men who contribute regularly to a fund to support strikers in efforts to dictate to employers and to control the property and business of others, while paying no taxes thereon and taking no responsibility with regard thereto and in no way sharing in any losses that may be incurred?

Sixth—Would you favor the establishing, at some central location, of a permanent office of the United Typothetæ of America, under the direction of the Secretary or other officer, for the purpose of keeping in touch with, encouraging and giving employment to independent wage-earners, journeymen printers, pressmen, and feeders; to secure and transmit information as to prices of competitive work; to encourage and aid as far as possible in the practical education of independent workmen; to furnish all such other further information as might be asked for the benefit and advancement of the calling and its members?

Please give your views fully on any of these topics for publication in the August or September issues of the NATIONAL PRINTER-JOURNALIST. Yours very truly,
B. B. HERBERT, Editor.

CUSIL LECHTMAN, LECHTMAN PRINTING CO., KANSAS CITY.

KANSAS CITY, Aug. 18, 1900.

Mr. B. B. Herbert, Editor, Chicago, Ill.

DEAR SIR—My answer to

Question 1 is: The right of running your own office.

Question 2 is: In favor of it.



CUSIL LECHTMAN, KANSAS CITY.

Question 3 is: Unjust. As well pass a law requiring the Masonic, Knights of Pythias or Modern Woodmen emblem on the work.

Question 4 is: To encourage, protect and remain steadfast to them.

Question 5 is: No.

Question 6 is: Yes.

I have replied to your questions specifically and pointedly and I think this is much more effective. Owing to the fact that the topics have been very generally discussed I have expressed my views in as few words as possible, thoroughly defining the intention and meaning of the writer.

Very respectfully,

CUSIL LECHTMAN.

CONNECTICUT TYPOTHETÆ, OFFICE OF PRESIDENT,

208 MEADOW STREET, NEW HAVEN, CONN., Aug. 13, 1900.

Mr. B. B. Herbert, Chicago, Ill.

DEAR SIR: The next convention, it seems to me, will be one of the most important that we have held, and I trust there will be a good attendance.

I wish to compliment you on the excellent appearance of the last issue of the NATIONAL PRINTER-JOURNALIST. You are improving it with every issue.

Wishing you success, I remain, very truly yours,

WILSON H. LEE.

ST. PAUL TYPOTHETÆ.

National Printer-Journalist, Chicago.

At the regular meeting of the St. Paul Typothetæ, held Thursday afternoon, Aug. 9, at the Commercial Club, the following officers were elected for the ensuing year: Walter J. Driscoll, President; E. K. Clymer, Vice-President; William C. Evans, Treasurer; George M. Stanchfield, Secretary. Immediately after the election of officers the following delegates and alternates were unanimously elected to attend the fourteenth annual convention of the United Typothetæ of America, which convenes in Kansas City, Mo., Sept. 24: Delegates, Walter J. Driscoll, Charles Conradus, Michael Treacy. Alternates, H. D. Brown, E. C. Warner, D. Ramaley.

GEORGE M. STANCHFIELD,
Secretary St. Paul Typothetæ.

DELEGATES TO THE U. T. A.

(Continued from August Issue.)

The Cleveland Typothetæ—E. F. Hamm, H. W. Munhall, C. M. Hiles. Alternates—L. H. Prescott, C. Winn, F. H. Clark.

Connecticut Typothetæ—Wilson H. Lee, J. M. Emerson, W. H. Marigold, Leverett Brainard, W. H. Barnard, O. A. Dorman, E. S. Geer, R. S. Peck. Alternates—C. S. Morehouse, W. A. Kelsey, D. E. Brewer, George H. Tuttle, E. O. Dorman, W. C. Warner, W. H. Way, R. H. Gillespie.

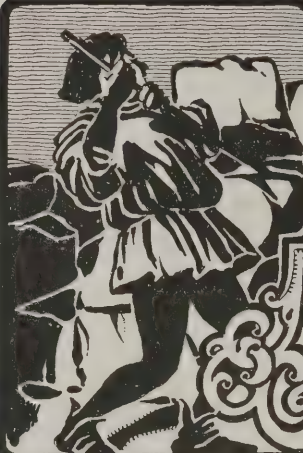
Master Printers' Association of Rhode Island—W. L. Chatterton, Chairman; Edward L. Freeman, J. E. C. Farnham, Robert Grieve, E. A. Johnson. Alternates—John E. Hurley, J. W. Freeman, Edwin H. Snow, F. A. Colwell, D. H. Whittemore.

Worcester, Mass., Typothetæ—Oliver B. Wood and Charles R. Stobbs. Alternates—Gilbert G. Davis and Frank S. Blanchard.

Topeka, Kan., Typothetæ—Willard N. Hall. Alternate—George W. Crane.

Baltimore Typothetæ—James Young, William F. Jones, W. J. C. Dulany, John B. Kurtz, Charles S. Conner, Nathan Billstein. Alternates—John S. Bridges, Clarence G. Bouis, Howard A. Read, Clinton Summers, M. J. Kohn. This list subject to correction.

The Georgia Press Association met in annual session in Atlanta and then journeyed in two handsome sleepers to New York city. In the metropolis of the Nation they banqueted at the Waldorf-Astoria, and after viewing the sights journeyed to Niagara Falls and Buffalo. At the latter place they were shown the grounds and plans for the great Pan-American Exposition. The following officers of the Association were re-elected: President, H. H. Cabanis, *Atlanta Journal*; First Vice-President, John Triplett, *Thomasville Times*; Second Vice-President, W. A. Knowle, *Rome Tribune*; Secretary, Ben F. Perry, *Cherokee Advance*; Treasurer, N. Anderson, *Covington Star*.



PUBLICITY
(AND)
MORE WORK

FOR PRINTERS,
PRINTER-JOURNALISTS,
ENGRAVERS, DISTRIBUTORS ETC.

WHY THEY SHOULD HAVE THESE THINGS.
HOW THEY CAN COMMAND THEM.

CONDUCTED BY ICONOCLAST-BUILDER.
186 SUMMER ST. BOSTON, MASS.



"ADVERTISING INDEXES."

In the July number of the NATIONAL PRINTER-JOURNALIST we called attention to the strong need of directories and like aids to those at all interested in advertising. Since the article was written we have received two volumes of McKittrick's Directory of Advertisers. Volume I is devoted to Greater New York advertisers. These directories show a great improvement over anything that has hitherto been produced in this line. The names are tabulated thus: Advertiser—Address—Business—Advertising Manager or Agent. The volumes are 9 by 11 inches. The text is produced by the McKittrick Typolthic Process, which is a very good imitation of typewriting.

One could hardly imagine a greater aid to printers, engravers, distributors, advertising men, publishers, lithographers, etc., than these volumes. The question "Whom shall I see?" is immediately answered by a glance at the text. The bother which all seekers for more work have encountered in trying to get advertising contracts is largely eliminated by the use of such a *vade mecum*. We used the expression *vade mecum* in our last article. We confessed that we did not know what it meant at that time, but had no doubt that it expressed what we were driving at better than any phrase of our own we could produce. We have since been at the pains of consulting a work of reference in regard to this matter and find that the expression is from the Latin tongue, and literally means "Go with me." A *vade mecum*, the Standard Dictionary says, is "a constant companion (said especially of a book much used)." This is just what this work should be to those who seek more work for themselves by promoting other peoples' publicity.

The publishers say that the utmost care has been taken in making these volumes absolutely correct. They claim that every advertiser whose patronage is desirable is included, and it certainly seems so.

The fourth column, "Advertising Manager or Agent," gives the name of the advertising manager of a firm, where the advertising is done direct, and also that of the "Advertising Agent" when not direct, and, in many cases, both. The former, however, being generally a member of the firm or an employee, the latter an outside party brought in to assist.

We do not know the price of these books, but they are certainly worth a good deal more than whatever it is. The more such books are on the desks of members of businesses at all connected with advertising, the better for those businesses.

A CANADIAN PRINTER'S PERTINENT LETTER.

We have received the following letter from Mr. R. S. Theakston, proprietor of Theakston's Quick Printery, Halifax, Nova Scotia:

Iconoclast Builder.

GENTLEMEN: I inclose some samples of work I have been lately putting out. The houses represented use these means to advertise their business semi-occasionally, as it were, or whenever they want to get a boom on. I have several other firms in view, whose advertising I do not now do, whom I think I might be able to interest in the scheme of the "house organ," provided it could be done cheap enough.

What amount of pure reading matter ought such a paper to contain? Should it be hand-set, or could boiler plate be used, or a

patent-inside ready-print? are some of the conundrums I have been trying to crack.

Hoping to hear from you a solution of the above,

R. S. THEAKSTON.

In connection with this letter a few words about the city where this enterprising printer is located may not be out of place. Halifax, the leading town of the province of Nova Scotia, is, for several reasons, a rival town of St. John, the leading town of the sister province of New Brunswick. There is no more English town on the continent than Halifax, being, as it is, the chief garrison town of Canada. Halifax has a great many natural advantages over St. John. In regard to advertising and the arts that are component parts of it, St. John has for a long time had the lead. The latter city's papers and printing offices have for a long while been better patronized, and, although Halifax probably has more capital than its rival, the business it does is not so largely apparent as in the case of St. John. St. John's progressive spirit took to the new advertising doctrines as soon as they were promulgated. The advertisements in its papers have been, for many years, of a high order of merit. The town abounds with printing offices, engraving establishments, etc., that do work of which no town or city need be ashamed. The spirit of advertising has reached even the city fathers, for there is no town in Canada that has put forth more advertising matter to exploit its beauties and advantages as a summer resort.

But Halifax, though slower to catch an idea, when it does wake up is wide awake; and now that it has awakened, is doing some splendid work in advertising. A large amount of the credit of this new order of things must be given to Mr. I. C. Stewart, editor of the *Maritime Merchant*, a commercial journal, which is one of the most readable trade-papers it has been our lot to peruse. Its editor is a firm and thorough exponent of the advantages of advertising.

There still, however, appears to be some of the English conservatism among some of Mr. Theakston's patrons. That gentleman would, doubtless, be glad to make some of his semi-occasional patrons continuous patrons, and he is taking a very excellent means of doing so by means of his own advertising matter, samples of which he has inclosed.

Mr. Theakston is a printer after E. St. Elmo Lewis' own heart, for he appears to be a believer in the blotter. Some of his blotters are exceedingly attractive and are quite as good as anything Mr. Lewis has put into his book. He evidently believes in the contention made in this department that blotters are well advertised by blotters, two of his catch-phrases being,

EVER TRY BLOTTERS?

THEY PAY US.

The cut on one of the blotters is that of a typical proof-reader, except that he is smoking a cigarette instead of a cornob pipe, and bears Mr. Lewis' imprint. There is no place in the United States or Canada where a printer's advertisement calling attention to the accuracy of his proof-reading should be more effective than in the English town of Halifax. The text of his blotter reads:

Mistakes in proofreading show the careless printer to you and to your customer; it shows that you have a cheap printer to do your work. Do you want a reputation such as cheap printing brings you

or do you want your business to appear in the favorable light of a carefully conducted business?

Much of your reputation depends on the proofreader. Our printing is carefully read for errors.

It seems to be a strange law that whenever a writer calls attention to other people's errors he is apt to fall into a similar blunder himself, no matter how accurate he may generally be. We have seen many a scholarly writer, in pointing out the errors others have made, fall into the most surprising errors in that very article. We have no doubt that these sentences we are writing will be found to be largely faulty. Although all of the samples that Mr. Theakston has sent us, except this one, appear to be examples of the most careful, thorough and systematic proofreading, the first sentence we have quoted from the blotter appears to have been overlooked by Mr. Theakston's proofreader. It is probable that that gentleman would have difficulty in pointing out the antecedent of that particular pronoun "it."

In regard to Mr. Theakston's query concerning house organs it seems to us, first, that a great many of the house organs we have seen have had altogether too much pure reading matter. It was, in fact, like the lady whom Will Carleton speaks of in the "Golden Wedding," "plain and severely pure." The great object in getting up a paper of any kind is to have something the people will read. Much of the miscellany of a great many house organs is not nearly as interesting as the advertising matter. It seems to us that care should be bestowed upon both the pure reading matter and the advertising matter in such papers.

Some of the best house organs we have ever seen, and withal the most interesting, had no reading matter such as comes under the advertising term "pure." The entire paper consisted of bright, breezy talks about the store. Every anecdote that the paper contained had something to do with the business that it was the aim of the house organ to advertise. There is nothing more interesting to the public than the store news of a live place of business, if it is attractively told. There is a tremendous amount of general miscellany floating around which people have no time to read. Unless a house organ is extremely careful as to its miscellany it is no more interesting than a great deal of the matter every household has nowadays, which is too voluminous to be read thoroughly.

We have just received a house organ which consists almost entirely of poetry, selected with no earthly regard to the fitness of things. In fact, some of the poetry contains strong arguments against the business that the house organ is supposed to boom. Have a mixture of pure reading matter and advertising matter if you will, but if you have the pure reading matter, have it such as people will read.

Many a man who can prepare a splendid business chat and gauges the public accurately in this respect does not seem to apply his talents to the general miscellany that appears in the pages of the house organ.

One of the papers of Mr. Theakston's city contained, some years ago, a series of advertisements, each of which began with a humorous clipping from one of the leading comic papers. These selections had nothing whatever to do with the advertisements, and yet they were selected with such an understanding of what most appeals to the dry humor which is said to be a characteristic of Nova Scotians that the advertisements were one of the most attractive features of the paper, and one of the first things that the people turned to after buying a copy. If Mr. Theakston could hire the gentleman who made these admirable selections to clip or originate some of the pure reading matter for a house organ, it would, undoubtedly, attract attention to the advertising part of the paper, even if the advertising parts were not a triumph of the admaker's art.

As to Mr. Theakston's questions concerning boiler-plate and ready-print, it is hardly what would be expected from a Nova Scotia printer. The papers of Nova Scotia probably use far less boiler-plate and ready-print than any State in the Union. The house organs we have seen which rely upon boiler-plate are pretty poor affairs. We have before us a paper issued for laundrymen. Any laundryman may have his name and address printed in the paper. It is, in short, a stock house organ for laundrymen. The paper consists almost entirely of boiler-plate. There is a continued story. In the sample which we have at hand we have the middle of the story. It is, evidently, a blood-and-thunder production, but the plates are so old that we would have

difficulty in reading it even if we knew what happened before. The miscellany of the paper is of the wishy-washy sort that is so frequently a feature of ready selected matter. One marvels at the kind of editing done by some of the people who furnish patent-outsides and ready-prints.

The superiority of the appearance of hand-set matter over the general stereotyped and ready-print miscellany should be so obvious to the advertiser that he ought to readily make a better price to the printer, and thus give him a chance to make a fair profit on his own work. Some of the wealthy firms of Halifax should not haggle over the price of a house organ, for the rate charged for printing in that city is much less than in a town of the same size in the United States, and the benefit of such a high-class order of advertising should be considerable in that town.

There are a great many bright newspaper men in Halifax that should be able to get up excellent original and selected matter for such productions. Judging from the quality of some of the writing in the samples which Mr. Theakston has submitted, he evidently has in his employ some one who is thoroughly capable of getting up a house organ which would be a welcome visitor to many homes, and thus a first-class advertisement.

A BOOKLET PREFERRED TO A SOLICITOR.

In the August number of the NATIONAL PRINTER-JOURNALIST we devoted a page to the booklet question under the heading of "Booklets for Printers and Others." One paragraph of the article was: "The information about one's goods that it is the prime object of the booklet to promulgate is that it is in the form that the prospective patron can preserve, having it on hand in case he should wish to postpone consideration or purchase. It is as a standing advertisement that the booklet gets in its work."

This view, and many others which we expressed, are singularly indorsed by a writer in *Printer's Ink* of August 15: "I wrote to Merrill & Baker, of 9 and 11 East Sixteenth Street, New York, for particulars of their Dr. Richard Garnett's Anthology, in which I had become interested by the advertisements. I explained to him that I did not wish the books just at present, but would probably desire them at a later period. What I wanted was a circular or booklet giving full particulars which I could keep beside me to remind me of the matter. This he promised, but failed to send. The value of the advertising is certainly decreased by such a course." The booklet certainly seems to be desired as a *vade mecum*.

TAKE ADVANTAGE OF THE NEWS.

The deviation of a star sometimes affects the whole universe. In the same manner an occurrence in some remote corner of the world in this universal age may be of the utmost importance to dwellers in the United States. We should make a constant study of the news in its effect upon business, particularly our own business. Now that the national Ah Sin, which appears to be as competent in "ways that are dark and tricks that are vain" as Bret Harte's individual "Heathen Chinese," is endangering the lives of citizens in his country, American laundrymen are making use of the prejudice that is now displayed against the whole Chinese nation. An American laundryman should advertise at this time, if he never advertised before. If there is a way to make the Chinese laundryman "go" that way should be by advertising. People do not seem to realize the dirt and danger that they lay themselves open to by patronizing the Chinese laundry. Although it is a fact that Chinamen are charging the same prices for work as the American laundrymen, and yet ruin the clothes intrusted to their care, it does not seem to be sufficiently brought home to the public. The real danger of disease from having clothes washed in these places can be made apparent by a little judicious advertising on the part of the laundryman.

Printers and small publishers should have a talk to the American laundrymen concerning this matter. They should make this argument: "You know that giving one's washing to a dirty, careless, clothes-spoiling, leprous Chinaman is a bad thing for the patron and a bad thing for the clothes, but your knowledge does not do you much good, unless you make the public know it."

There is no better time for a printer to set about obtaining a winter contract for a laundryman's advertising than the present.

"PUBLICITY AND MORE WORK" PRIZES.

In accordance with our suggestion, the genial and generous editor of this paper has offered three prizes for the

best and most practical letters on the subjects which have been treated in this department. These prizes, a first prize of \$20, a second prize of \$10, and a third prize of \$5—\$35 in all—were announced in the last issue of the NATIONAL PRINTER-JOURNALIST. There is not a printer-journalist, engraver, distributor, etc., in the country whose experience has not taught him something. The aim of this department is to be a clearing-house of the experiences of this important class of workers. It can thus be made the most practical and valuable department in any trade paper in existence.

In the announcement of these prizes in the August PRINTER-JOURNALIST there was a slight and forgivable sin of omission that made us say: "We, the other devotees of the art preservative of arts, want your ideas on the subjects we have discussed." After the word "we," which is the plural "we," and not the famous editorial one, the word "and" should be inserted. It is not we alone that want your ideas. It is the other devotees of these most useful arts, and we. The only way to get the utmost benefit out of a trade or profession is for individual members thereof to swap ideas. There is not a printer, or a journalist, or an engraver, or a distributor, or an ad-writer, who is worthy of any of these names, who knows so little about his business that his experience would be of no aid to some other man in his line. There is not a printer, or a journalist, or a member of any of the other brotherhoods, who knows so much about his business as not to be benefited by the experience of the humblest of his contemporaries. Nobody "knows it all," and everybody should know as much as he can. "Knowledge is power," said the wise old Grecian philosopher, and he was dead right.

Swap ideas—trade experiences—exchange wrinkles.

And great will be your reward.

Immeasurably greater, in fact, than the prizes you stand a chance of winning.

QUERY 1.—Do you believe that \$10,000 invested in advertising by means of printed matter in the smaller daily and weekly papers, and through job printers, distributors and small publishers, will bring as much profit to the advertisers as \$10,000 spent in the large daily papers?

We have harped considerably on this subject, being of the opinion that the answer is "Yes." If we had thought it was "No," we would have said less about it, for the simple reason that so great a number of advertisers take the "Yes" for granted.

And why? Simply because the excellent advertising trade papers, which are looked up to by many as being Right Hon. Sir Oracles on the subject of advertising, have continually and consistently promulgated this idea. It has mattered not that these papers were interested in newspaper advertising from the viewpoint of their own pockets. It has mattered not that there are generally two sides to every story, for the other side to this story was a tale that was never old, until the NATIONAL PRINTER-JOURNALIST started out to tell it.

Now you know a good deal about this matter.

If your answer is "Yes," tell us why.

If your answer is "No," tell us why.

The prize does not necessarily go to the man who answers "Yes."

The truth is what we are after.

Can you suggest a means for arriving at the facts of the case, be they hard facts or soft facts?

Would a contest of the interests involved be practicable?

Tell us this, even if your answer is "We do not know."

Mr. Tennyson said, you know,

There lives more faith in honest doubt,
Believe me, than in half the creeds.

Is there any way to remove—or emphasize—the honest doubt of many on this subject? A decisive trial should be worth many hundreds of dollars to the advertisers of the country.

And it is moreover our belief that such a trial, however consummated, would be of the utmost benefit to the classes this paper and this department primarily seek to aid.

QUERY 2.—Do you believe the use of illustrated supplements will help the local publisher? If you do, say why, and tell us your ideas as to how a syndicate supplement could be best run, and what such a supplement should contain. Should it have short stories, serial stories, literary reviews, halftones? What would be the most convenient

size and the most taking style? Write your ideas of the kind of supplements that would be best suited for the smaller dailies and the weekly papers of this country.

Some of you have doubtless tried an illustrated syndicate supplement or are trying one now. Some—as we know from letters we have received—think they would like to try one.

Did it pay—does it pay—would it pay?

Anything, in order to pay, should be run right. How should such a publication be run to be run right?

Would a good one be likely to increase your circulation and your advertising to a commensurate extent?

Would it not permit you to devote more space in your paper to advertising?

At what price should such a supplement be furnished in order that it would both pay the local editor and the syndicate publisher?

What kind of reading does the people of your district most favor? What class of paper do you find to be a competitor of your own? What new idea will most appeal to the public—to your public?

A candidate for a lawyer's degree is said to have gotten through by cautiously answering each question on the paper with the remark, "It all depends."

This answer could be applied with considerable force to almost any problem—but it would not go a long way toward solving it if more explicitness was not shown. We doubt, had we been the cautious young man's examiners, that we would have made him a lawyer. He was a little too non-committal. In regard to the question of supplements, it undoubtedly all depends. But—

On what does it depend?

QUERY 3.—Do you believe that a good United States Directory would be of aid to job printers, publishers, distributors, etc.? Give your reasons, or any plan you may think of as to how a directory of this kind could be produced.

A good many of you do believe in this—according to the letters on the subject you have sent to this department.

It's strange—is it not?—that there isn't such a directory—that the one that calls itself a United States directory does not direct.

Such a publication—in our opinion—would be the most powerful weapon to use in a fight against the big daily papers in their role of advertising monopolists.

Such a publication would solve the question of to whom to send circulars, booklets, etc., advertising any particular thing. The printer, for instance, could take all the bother upon his own shoulders that makes some business men chary of investing in printed matter, and could be well recompensed for this additional burden.

This is no experiment.

English and European printers, etc., have found good directories to be among their best friends.

QUERY 4.—Do you believe that ready-made advertisements—such as have appeared in the last two issues of the NATIONAL PRINTER-JOURNALIST, for one trade—would be of advantage to other trades? State for what trades and of what style and size these ads should be made up, and any other suggestions you may have concerning this matter.

The ready-made ads for gas companies and gas-stove dealers we have already printed have been received with enthusiasm by many publishers.

One publisher of a local daily near Boston says: "Those ready-made ads have started the gas company in this town on an advertising campaign, which has been greatly to my benefit. I could never get them to advertise before. The ads led to a demand for gas-stoves which surprised them. They were written by an expert—that was plain. They objected to one or two of them at first—thought they were frivolous. But the secretary-treasurer said to me the other day: 'The man who got up those ads knew how to talk to people so as to get business. He has given us some hints as to how to run our business. In future we are going to advertise gas. That was one thing about our business we did not know. Now we do know it "by its fruits." And I'm dashed if now we don't consider it the most important part of our business.'"

QUERY 5.—Do you believe that distributors and job printers should work together for their mutual benefit and advantage? Give your reasons, and tell how an alliance could be

best formed for the mutual benefit of these important trades in dealing with advertisers.

The modern distributor—to our minds—is the natural ally of the printer who is looking out for more work.

The modern printer—we also consider—is the natural friend of the distributor who wants to succeed.

These trades should be brought together. At least, we think so.

What think you?

After a careful reading of the ideas on these and other subjects that are given in this department, write a letter giving your ideas, and your reasons for holding these ideas. Twenty dollars will be paid for the best letter, ten dollars for the second best, and five dollars for the third best letter received, the decision to be by the popular vote of the subscribers to this paper, from among whom the contestants must also come. Contest to close Jan. 1, 1901. Even if your letter does not win the \$20, \$10 or \$5, you will have the satisfaction of knowing that you have contributed to the prevailing ideas on subjects of vital interest to your trade and the trades that are most intimately connected with it. These prizes are offered to help you to realize that it is aim of the NATIONAL PRINTER-JOURNALIST to have this department conducted in your interest, and to your abiding benefit.

No single contestant is compelled to write on every subject we have mentioned in the four issues of this department, or even on the four queries above made, in order to be eligible for a prize. Write about all the subjects or one or two or three of them, if you prefer. One sentence pregnant with a new idea is often more valuable than a big but barren article.

But the more good ideas you give, the better.

Write now.

And when another idea strikes you, write again.

This department and this paper takes a genuine and active interest in you. And it is, therefore, but right that you should take an active interest in this paper and this department.

P. S.—N. B.

Remember that you are not necessarily confined to the subjects that have already been treated in this department. Anything of the nature of PUBLICITY AND MORE WORK for printers, printer-journalists, engravers, distributors, etc., etc., comes within the scope of this department. There are, at least, a thousand matters pertaining to this subject which we have not at all touched upon as yet. Brand new ideas are all the more welcome.

Do not wait for inspirations, but sit down and write from the inspirations of your own experience. Jot down anything that at all appertains to the subject of Publicity or to the subject of More Work, or to both. We have tried to tell you some of the why and how of these subjects. We want other whys and hows.

It is to your interest that this department should become a complete symposium of the best practical ideas in regard to these businesses.

You will get the benefit of others' writing, and others should get the benefit of what you can write.

Write your ideas, whether pessimistic or optimistic. It is only by discussion that the true inwardness of any matter is brought about. Write early and often and look upon this department as your very own.

Why, you ask, why, in the name of common sense, is so much ready-made clothing worn?

Now here is the reason:

Few things are more attractively and seductively advertised. Advertising is the most powerful force in business today. The clothing men understand this.

Now, if an inferior article can be made popular by advertising, a superior article ought to have, and does have, a much better chance for popularity than the inferior one, if as well advertised. Poor goods have been sold by good advertising, but the greatest successes in that field have been made by those who had first class articles, but realized that the superiority of goods amounts to nothing unless the public is thoroughly convinced of superiority.

You have the best of the argument against the clothier, but does the public know your argument?

*

It is not hard to induce the local merchant to advertise in your paper, or to get job work done at your printing office, if you go about it the right way. Business

men are always interested in anything that is likely to help their business. It is easier to canvass for advertising nowadays than it is to canvass for almost anything else. People are beginning to realize the dignity and business advantage of advertising. No business man of intelligence will fail to admit that advertising is the greatest factor in modern business. He will, doubtless, offer a great many half-hearted arguments against advertising, but these can easily be met. There are very few local people who do not advertise, at least once a year. The Christmas season, for instance, is one in which many people advertise who would not dream of doing so at any other time of the year. It should be easy to convince people of the fallacy of this method of advertising. If they find it a good thing at Christmas time, why should it not be a good thing in the dull season of the year? There are a great many stores which actually have no dull season, because they are wise enough to do some of their keenest and most effective advertising in the seasons of the year when their competitors, like Brer Rabbit, "lay low," but unlike Brer Rabbit, do not display wisdom in keeping out of the way of trade. Trade is what they should always be looking for. The man who advertises all the time is the successful advertiser. As the poet has it:

The constant wash of water
Wears away the largest stone,
The constant gnaw of Towser
Masticates the toughest bone,
The lover's constant wooing
Wins, at last, the fickle maid,
And the constant advertiser
Is the one who gets the trade.

Do not be afraid to talk advertising to a business man. It is the man who constantly seeks advertising who gets it at last. Perseverance is necessary to make people advertise. Constant solicitation is as good a thing for the newspaper man as constant advertising is for the advertiser.

The advertising agency of N. W. Ayer & Co. formulated a magnificent axiom for general advertisers when they brought forth the proverb "Keeping everlastingly at it brings success," than which Solomon himself never said a wiser thing, but observe that the proverb has not been used by that firm, but simply as a bit of advice to other concerns. Nobody has kept more persistently and everlastingly at it than the Ayer people in regard to their own business. They were not content in making a maxim to fit the advertising business. They never weary of keeping everlastingly at their own business.

HOW TO TALK TO NON-ADVERTISERS.

One of the great secrets in local advertising is to induce people to advertise who have never advertised before, and those who always advertise to advertise the more. There are some businesses whose members saw immediately the advantages of modern advertising. There are some which need it quite as much, but which are very slow in seeing its advantages.

Ready-made clothing men and shoe dealers all over the country followed the lead of the big men in these trades, these leaders being among the pioneers of modern advertising. Shoe men realize that advertising has sold millions of shoes for wholesalers, and readily see that there is no reason why it should not be a good thing for them. There is no business that has gone ahead so much in recent years as that of the clothier. This fact must be a decided disadvantage to the strictly sartorial art. We give herewith an argument by which the local tailor may be induced to advertise. Some other time we will give arguments for inducing clothiers to advertise more.

An advertising man or a newspaper man has to possess some of the characteristics of the poet laureate of England in Lord Byron's day, whom the greatest poet at that time, Lord Byron himself, thus scored in his "Vision of Judgment." He'd written Wesley's life, and, turning to the Devil, "Sir," he said, "I'm ready to write yours." For our part we have what Artemus Ward would call "a well balanced mind," in the question as to whether the tailor or clothier is the more advantageous.

We are simply supposing a case in which an advertising man is preparing a brief for the tailor. Here is the argument:

Do you not feel that the ready-made clothing man is getting trade that you know you ought to have?

Do you not wonder why men from whom you would

expect good taste and good sense in regard to dress patronize the clothier instead of you?

Do you not also wonder why people invite disease and death by wearing clothing made in filthy, germ-laden sweat-shops?

Do you not wish you could make these persons see that the inferior clothing they buy because it is "marked down" is far dearer in the end than a well-wearing, well-fitting, artistically made suit, such as you could provide?

TELL YOUR TYPE.

A railroad manager of our acquaintance used, about five years ago, to amuse the foreman of a large job office by invariably ordering his full sheet posters set up in 10-point type. Another gentleman used to order his doggers set in "Burgess" type. This was a puzzle to the printers, but as they did not suppose he had any idea of what he was talking, they did not write to the foundries to find if there was any new type by the name of "Burgess." A light dawned on the foreman one day when he found out by questioning that the name the patron was driving at was that of the old bastard type known to printers, in defiance of the French pronunciation, as *bour-joyce*.

Nowadays, when advertisers, even in the smallest towns, realize the importance of the advertising department of the business, the printers' patrons are generally better informed. They read the advertising journals and can often accurately distinguish between 6-point and 8-point of almost any font. In fact, printers in smaller towns should make an effort to study the type specimen books which they receive from the foundries to such an extent that they will not be compelled to confess their ignorance before a man who does study such things. It is surprising how many printers do not take the trouble to keep up-to-date in the names of new faces of type. Every now and then articles are appearing in advertising trade papers, which are taken up more by general business men, perhaps, than by printers, concerning fashionable faces.

Printer's Ink of August 15 devotes four pages and a half to an article on advertising type styles. The defect of the article is that it is not illustrated by samples of the styles. There is considerable care devoted to telling where to find the styles in the New York papers, but this is by no means as satisfactory as a few samples of the different kinds of type would be. To say that "Encore is a cross between the De Vinne and the well-known Schoeffer old style" is somewhat vague, even to those who are thoroughly acquainted with De Vinne and Schoeffer. The statement that "French old style seems about the same thing, to the ordinary eye, as Elzevir, but is a little more like Roman than Elzevir," and that "Cadmus is a French old style made more beautiful by curves," really tells nothing at all. Even printers who happen to know Elzevir would get a very indefinite idea of the exact look of Cadmus and French old style from these remarks. An article in "Printers Ink," which is a "journal for advertisers," and has confessed that "as such it does not have a large circulation among printers," should endeavor to obtain that explicitness in speaking of type-forms which is only obtained by means of illustration.

The sending out of type specimen books by printers to advertisers may seem to be somewhat expensive, but we believe that even with a small printing office the expense is amply justified.

An advertiser recently said to us: "I have some ideas about type myself. I aim for newness as well as individuality in my advertisements, and, therefore, I like to have on hand specimens of the type faces that the printers I employ use. The reason I am giving all my work to a certain printer is because I found the greatest difficulty with the printer I formerly gave my work to, even upon going to his office, in finding just what types, borders, etc., he had. I think a great many printers are annoyed at having directions given to them as to the particular type of an advertiser's announcement, but as I have given a great deal of attention to art work of all kinds, and have studied the best advertisements made for several years, I consider that I know about as much as the average job compositor knows about the best faces of type to use, and a good deal more than he does about what I want, so I have given my work to a man who takes my ideas in the main;

and he finds that I am fully open to suggestions where he thinks that I can improve upon them."

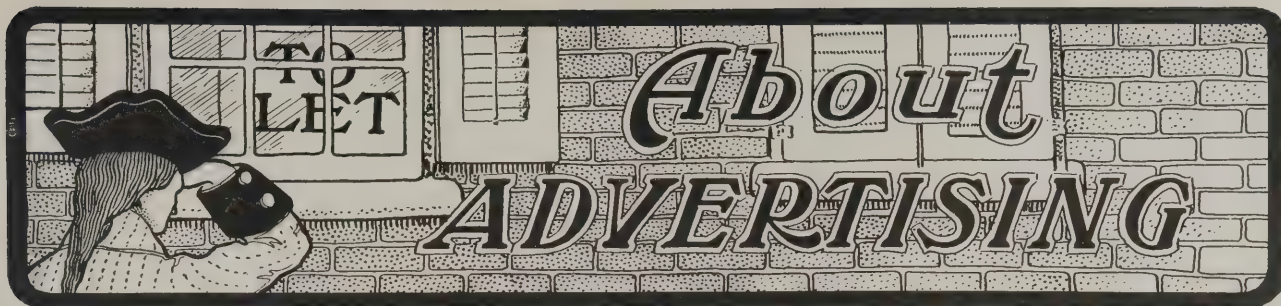
These remarks of this business man are given for what they are worth. There is considerable reason in them, coming from a man who annually spends thousands of dollars in advertising. If the printer does not like this gentleman's ideas as to how his work should be set, he need not put his imprint on it. He should remember that he is "good pay," and should humor him in his eccentricities, if such they are. He should always be willing to give a customer information about what type he has in stock. A man who is wise enough to spend large sums in advertising is generally wise enough to leave a great deal to the printer, if he is convinced that the printer knows more about the subject than he does.

There are some men who give the most exasperating directions to a printer, and yet are thoroughly pleased with a job when it is returned set in accordance with the printer's ideas. The printer should carry a knowledge of human nature into his business. He should study his customers. It is foolishness to drive away a good customer simply because he has ideas of his own as to how type should be set. Most men, if they find their own ideas are not sneered at, will readily take suggestions which show that the printer knows his business better than the customer, but in the matter of advertising it is surprising how much a printer who never studies the advertising papers, or the advertisements on the back of a magazine, can learn from an ordinary business man, who regards the study of these things as a necessary part of his business.

A specimen book on a business man's table is a first class advertisement for the printer. Visitors to the business man's office are as much impressed by it as if the business man put up a card, "I get all my printing done at Blank's." But the specimen book should be supplemented by folders, etc., whenever the printer gets in some particularly nice and up-to-date type, or some new and taking borders.

A little sheet in the specimen book concerning the use of modern types, and suggestions to business men as to how to make their advertisements most effective, should be of great value. We do not think it has ever been tried by printers who send out specimen books. We have seen printers' specimen books five years old lying on the table of a business man, whereas we knew that that printer had added to his establishment all the best faces that have been brought out in the last five years. The printer evidently did not consider that he had time to get up a new specimen book. If you get up a specimen book, do not let it represent you in an up-to-date advertiser's office for too many years. Get up new ones when the additions to your fonts justify it.

And, if the printers in the smaller towns, instead of taking advantage of an opportunity to buy out some printer who has been in business twenty years, at low rates, would invest the money in getting less type and a full series of each of the more useful ones, they would find that patrons appreciate it. We have seen offices in towns of 10,000 population, and in cities of 2,000,000 population, where there were hundreds of fonts of type, but all of the style that Noah used when he published his daily weather reports. Advertisers have come to realize that fashion in type is as important as fashion in dress. The old idea of crowding as many styles of type into one advertisement or circular or poster, is entirely out of date. The beauty and effectiveness of simplicity is becoming appreciated by the small advertisers, as well as the large ones. The truth of the axiom, which a leading architect gave Theodore De Vinne when he was a young compositor, is as applicable to the high class printing of today as it was to the architecture of all ages: "Ornament construction, but never construct ornamentation." That sentence was the making of "the dean of printers." He had taken a great deal of his employer's time in setting up a fearfully and wonderfully ornate job for the old architect. The architect did not profess to know anything about printing, but he knew something of the universal rules of art. It is cheaper and easier to be truly artistic than it is to be painfully ornate. It takes far less time to make what the advanced ideas of modern typographers consider a good job, than it did to make what is now looked upon as painfully constructed ornamentation. It takes less fonts of type, and far less of the compositor's time. It looks better, and it tells its story better.



By CHARLES AUSTIN BATES, New York.

PRACTICAL HINTS ON ADVERTISING.



AVE you a new article of merchandise?

Then give it a good letter of introduction to the world. This letter is advertising.

One of the best advertisements is a good salesman. A good salesman must not only understand his wares; he must also know something of human nature. He must meet all sorts of moods in all sorts of people with suavity and dignity.

If young men, young women, too, appreciated the value of a personal following while they are occupying the position of clerk, there would be fewer complaints of inattention to customers, brusqueness or slipshod manners of those behind the counter. If a clerk is popular with the customers, his employer soon finds it out. A clerk who is asked for and patiently waited for need not dun very hard for a raise in his salary.

The good clerk knows what has been said in the advertisements. He can emphasize them simply by his manner. This makes the truth told in the advertisement doubly strong. If a truth is told in a weak way, in a way that expresses a lack of confidence, it is almost as useless as if it had not been told. The statements made by an advertiser should be wholly true. Then the desired point cannot be made too prominent.

A good ad is suggestive. It means more than it says. When people think about ads, they are on the way to become buyers.

Even a funny advertisement, if it has a "catch" to it, may be good. If people remember, not only the ad but what it talks about. The worst thing about the funny advertisement is that too often readers look upon it merely as fun.

* * *

An advertisement that does not give information fails in its mission. If it tells only a part of the story, it leaves the reader in doubt. This is particularly the case with advertisements of rooms or apartments.

Everybody knows what a wearisome thing it is to go house hunting. The actual face-to-face hunt is bad. The scanning of the newspaper columns is often exasperating. Parts of the facts are mentioned, and the house, or apartment, or flat hunter "must traverse many a weary mile" to find what sort of heat, or light, is used; or how many flights up they must go; or if there's janitor service; or what the price is, and many other things.

A woman said to me the other day: "I've rented three rooms of my flat. I wish I had a dozen more suites to give to the people who came after I had secured a tenant."

"What did you say in your ad?" I asked her.

"I said: 'Three furnished rooms, bath, pantry. Blank dollars a week. One block west of L station. Fine neighborhood.' That was all, with my name, without initials, and address, of course. This ad came out in a Sunday paper. Before noon I had a fortnight's pay for my rooms, but applicants kept coming up to Wednesday noon."

There's a three-line ad that told the whole story: Number of rooms, price, the means of transit (which is most important of all) and a hint of the surroundings. The ad is suggestive by the mention of the pantry. That means housekeeping may be indulged in, or let alone.

This ad passed the crucial test. If it had not been good it would not have been answered so soon, nor so often.

* * *

One great difficulty that confronts new advertisers, old ones, too, in a measure, is the choice of mediums.

Upon the selection often depends success. The question is, "What will reach the people to whom I wish to speak?" This cannot always be judiciously answered by taking the paper that has the largest circulation. It is the character of the readers that must also be considered.

* * *

"Advertising should be free from technicalities. Each sentence should be so plain that any child that can spell it out can understand it.

Advertising is not an exact science. Neither is medicine nor housekeeping. But we rely upon the doctor's opinion because he has given his time and all his ability to the study of medicine. We depend upon our home-makers for limitless comfort and happiness. So also the people who have made a study and a business of advertising form a class with whom it is profitable to reckon.

* * *

Failure or success in advertising is not governed by chance. There's no lottery about it.

If you have a good thing, something that many people may use, if it can be sold at a fair price, a price that the majority of people can afford, all you have to do is to advertise your merchandise.

Then, if the advertiser is new to the business of telling clearly and plainly his story to the public, let him be guided by the experience of those trained to the work. If an ad writer knows how to begin it is a great point gained. If he can start off as if he had thought the matter all over and knew his subject thoroughly, it begets confidence at once.

Another very important matter is to know when to quit. Don't protest too much. Tell your story in a few strong words, and in simple sentences. Even if you mention but a half dozen of the thousand and one articles you have for sale it is better than to make a hotch-potch of your space. Your patrons will soon learn that your advertisement is a realistic serial. If they don't find what they want one day, they will the next. Irish stew is a savory dish, but don't build your advertising on the same plan.

ADVERTISATORIAL.

The wheels of fortune turn easier if lubricated with elbow grease.—*Boyce's Hustler*.

* * *

The "lucky" advertiser always happens to possess a lot of common sense.—*Profitable Advertising*.

* * *

For local business the local newspapers are by far the best advertising mediums.—*The Ad-Writer*.

* * *

The right paper gives you a chance to invest your money. The wrong paper gives you a chance to spend it.—*F. G. Cramer*.

* * *

If people say as much in their advertisements as they think they say, there would be plenty of wisdom lying around loose.—*C. V. White*.

* * *

Advertising is valuable exactly in proportion to the extent to which the thing advertised is found to bear out the claim made for it.—*Montreal (Can.) Witness*.

* * *

Each and every word used in newspaper advertising costs a certain amount of money, therefore, it behooves the advertiser to weigh each word carefully and see that it fits perfectly into the fabric of his argument.—*Ad-Age*.



DISCRIMINATION.

"To keep nothing brings regret, but to keep everything brings slavery."—From What to Keep.

Each one of us nearly every day has something in hand which we do not know whether to keep or discard. And if we keep it, how to keep it is a puzzle too often.

A shoe manager told me about throwing away a letter he was sure of never wanting again, but within a few days he would have given ten dollars for it, and his firm could have afforded to give one hundred dollars for it.

If, by expensive tuition, you have a basic idea for other perspirers on what to save and what not to—by the ties of humanity let your light shine and tell me where it is to be seen.

PLEASANT WAY TO DUN.

Delinquent Customer Pays Up on Receipt of a Poem.

A Cleveland hardware man, prompted by an article recently on the subject of collecting poor accounts, writes, agreeing that more is to be accomplished by a dunning letter couched in good-natured language than one breathing threats in harsh words, and relates the following as an illustration, says *Hardware*:

"It was our custom to have a new clerk put in his spare time writing letters to slow customers. A clerk's merits were measured largely by the result of this work. Up in Michigan we have a particularly bad case. It was a bill of \$12 against a man named R. C. Rose. It had become outlawed and was considered a bad duck, but every once in awhile we gave it a whirl. Finally one day the last clerk put on, a bright young fellow, laid the following verses on my desk and asked permission to mail them to Rose:

"O R. C. Rose; O fragrant rose,
Yourself it is who surely knows
Unsettled bills are bad.
They soil our books, they spoil our looks,
And make the heart grow sad.
So R. C. Rose, feel in your clothes
And find twelve dollars there.
The goods were sold in days of old
Before we had white hair.

"They were forwarded and inside of a week the man sent us the money, explaining that 'he had always intended to pay the account some time, but couldn't hold out no longer against such a demand.'"

The method is recommended to publishers with delinquent subscribers. Have you a story to match?

THE OIL OF CHEER.

A man wrote a very tart letter to another man about my work. The letter was given me to answer. My answer was just as polite, good natured and carefully explanatory as I could make it. To it the tart party replied in humility and inclosed some money for one of my booklets. From the correspondence I prepared a report called "Agreeable Disagreeing." But the man who handed the tart letter over to me remarked on reading my report that it did not work so well with him. He sent a polite reply to a saucy customer and the latter's second letter was hotter than the first, expressing great appreciation over his having come to his senses. The following from the "*Ad Sense*" monthly is all right for our subject:

If you must find fault with your printer here is a unique way of doing it: Mr. S. L. D. ordered some engraved business cards and Miss S. placed the order for him. As will sometimes happen, however, the cards were spirited through

with a typographical error, which, appearing on the finished cards, prompted the muse to the following flight:

Miss S.: Sad to relate,
Yet very plain to see,
Instead of Samuel L.
You printed Samuel D.
S. L. DAVIS.

Mr. Davis:

It grives me much your tale of woe to hear,
Yet pass it on a notch, with conscience clear.
It was the printer! New was he and thought,
Like printers some, our names we could be taught.
Twice was he scored for faults upon your card,
And heres a third; with him it will go hard.
No proofs he showed, that we might even see,
Before too late, how he knew more than we.
But though no proof we had, 'tis sad to tell
And true, we did print D instead of L.
Since 'twas his fault shall we his profits shade
And let him once again his art parade?
Or can you use the big D's just as well?
When they are gone you can return to—L.
H. M. S.

Miss S.:

I am surprised that you in flights of rythmic verse would soar

And use the gentle muse as balm on wounded pride to pour;
But yet, withal, it has effect, when kindred minds engage,
Initial thoughts mayhap correct, aye, even may assuage.
Yet to the point; a D's a D, no matter where 'tis placed,
And being D, you wisely see, for L must be erased.
What's in a name? Well, nothing much, and still there is a why;

The reason pat is simply that we must identify.
I have had L all my life between my outside names,
And now the printers D—L place, to typefy his games,
And you perforce agree to hold, although your creeds deny,
That for my L I try the D and get L bye-and-bye.
Ah, no. Let good enough remain; take back the card you gave.

The L I've had is good enough and all the —L I crave.
D.

Mr. Davis:

The glory of your genius pales to naught this feeble ray;
You plead your cause most nobly and deserve to have your way.

Send me back the cards I gave you; I will see that in your name

You have only D for Davis and the L you rightly claim.

H. M. S.

NOTICE TO EDITORS OF THIS AND OTHER COUNTRIES.

You are invited to join me in my research work on the following plan: Give me one of your reporters for two or more hours a month to collect from the people scattered and unrecorded valuable information. Each reporter's work can be sent in manuscript or printed and a clipping mailed or a marked copy forwarded to me, using registered mail occasionally. From the contributions—which may include any suitable clippings from past numbers of your publications—syndicate articles, generally copyrighted, will be prepared and run in this journal, and contributors are at liberty to run in their publications all or part of these monthly reports. One registered mail receipt will entitle you to the copyrighted articles for three months. We will first take up examples of laughable, unusual, or expensive mistakes, trying to study at the same time the sources and elimination of trouble.

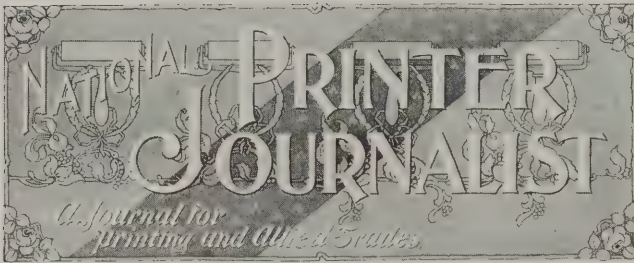
E. M. PRATT, 123 Fifth Avenue, Chicago, Ill., U.S.A.



A WITCH.

Photo by
TONNESEN SISTERS
1301 Michigan Ave., Chicago.

Specimen halftone by
C. P. ZACHER & CO.
Artists — Engravers — Electrotypers,
221 Fifth Ave., Chicago.



Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY,

*Caxton Building, 334 Dearborn Street, Chicago, Illinois.
150 Nassau Street, New York.*

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

SUBSCRIPTION PRICE, \$2 PER YEAR.

In England, 10s. 6d.

May be obtained in England from the International News Company,
Brems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep this monthly on sale regularly.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - SEPTEMBER, 1900.

We notice the combinations of newspapers in many different cities. Such combinations are generally wise and are not to be classed as the formation of trusts. Failures are bad for all immediately concerned; bad for the community and for employees. There is such a condition as having too much or too many of a good thing. It does not make a man or company a monopoly even to run two papers.

* * *

Some of the members of the United Typothetae are anxious to get closer together on prices for work, forgetting that the officers of the Typographical Union, who presume the right to dictate the prices to be paid for labor and the amount of work that shall be permitted to be done by any one person in a day, are now prosecuting the Typothetae and its members at the expense and under the laws of the great state of Missouri for trying to agree as to what the products of a printing office are really worth; that, in the state of Illinois some score of engravers have been branded as criminals, held guilty and subject to fines for like acts. Our friends had better be careful or they may find themselves under arrest at the instigation of the "organizers" of the Typographical Union, on the charge of efforts to form a trust. It matters not that the law, as is well said by Mr. George W. Martin, of Kansas, "is a discrimination against those who have something, who create and build, in favor of those who have nothing and who never do anything but tear down and destroy; that law legalizes the worst heresy this people and government will be compelled to meet, and that is that a select few, calling themselves a union, operating under the most unjust rules

imaginable can by force and terrorism exclude other American citizens from the right to toil for a living; that a trades union is the most vicious, brainless, corrupt, destructive and treasonable trust it is possible to conceive; that they have not the slightest regard for the legal or natural rights of others; that these incompetents cause all classes of people, poor and rich alike, dollars in losses, taxes, or increased prices, where capitalistic trusts cost them cents." But then, through a popular delusion, fed and fathered by those who pay the price the public mind has been taught to see the ghost of the poor, oppressed laborer and wage-slave, in every man who prefers to spend as he goes and to avoid the cares, losses and responsibilities of business—while, through unionism, seeking to absorb all profits and exercise all control—and, hence, the employers must submit. They must not be permitted even to agree as to prices, so as to be able to pay the wages demanded, but must be driven to bankruptcy or hauled to prison. When there are no more employers of course the "wage-slaves" will not be compelled to work and the happy time of barbarism and savagery, that existed before the invasion of this land by the burden-bearing white man, will return.

* * *

Loyalty as applied to business and all affairs of private life is as important as loyalty to country. Families can be ruined by disloyalty of children, and business be wrecked by disloyalty of employees. Disloyalty means the loss or throwing away of opportunities. The reporter of a newspaper who seeks advancement must be enthusiastically loyal to his newspaper. Whatever success the newspaper has through his efforts is his success. The same applies to the printer and the printing office. The employees in an office that is successful are always at a premium elsewhere. Disloyalty of workmen that drags a business to ruin, always lessens the opportunity of the workmen therein to receive other work.

* * *

"Lambasting" is a word that is quite expressive, if not elegant. It indicates a sort of vulgar, wordy attack that ought not to be used by newspapers either against nominees for office or against personal, political opponents, if allowable as against parties. It is scarcely more dignified, judicious or justifiable than "slugging" with the fists on the public streets or in the homes of either friends or opponents. It is especially out of place this year in the papers of either of the great parties of this nation, for both have been happy in the nomination of men of honest convictions and of purity of character, both private and public. Abuse is not good newspaper form today, nor is abuse the way to win respect, confidence or votes. Earnestness and zeal are always commendable, but these should ever be tempered with wisdom.

* * *

It may be natural, yet it is not right or judicious, to appoint a man to some public office though he has failed everywhere else. Take Neely of Indiana, who is just now making the country a good deal of trouble on account of his alleged robberies of the postoffice in Cuba; a little inquiry, such as any prudent man would make before giving anyone employment, would have revealed the fact that he was thoroughly irresponsible. He is not the only one who, regardless of his business failures, worthlessness and unreliability, holds a position of honor and trust. Activity in partisan or personal politics should not be considered as the essential requisite, regardless of fitness or honor,

to appointment to a position where one may rob the country and disgrace the party and the administration that trusted him. Public office is a poor reformatory. A man who has been a profligate or drunkard at home is not likely to confer much glory on his Nation abroad. Newspaper men should make note of these facts. It very often occurs that failures and bankrupts become labor leaders, anarchists or socialists, but it does not follow that they should be given positions of public trust.

* * *

There is a tendency all over the country for men to get closer together in business, and to have a better understanding as to prices and values. This may be a reaction from what has rightly been termed "cut-throat" competition, the selling of goods, or taking of work at less than cost to keep the business away from a competitor, but, on the whole, we believe that good living prices are better for everybody. We have heard a good deal about wage slavery that is extremely foolish. If there is anything that is to be called slavery, it is the compelling producers to sell for less than cost, whether those producers be farmers, engravers or employing printers. To work without reward is certainly an approach to slavery.

* * *

Sleep to a newspaper man, assessed in dollars, has been placed at \$750 a night. Mr. Marcus Braun, a newspaper man, bought a berth in a sleeping car at Cleveland in July, 1899. He was on his way to New York. After occupying his seat he went into the smoking compartment. On his return he found his berth occupied by another man. All of the other berths were taken, and as the conductor would not let him have his berth he was forced to sit up all night in a day coach. A jury awarded a verdict for \$750 on suit against the Pullman company for damages, and on appeal the judge held that the amount was not excessive in view of the discomfort suffered. A question that might be raised is whether the discomfort he very likely would have suffered had he secured his berth ought not to have been taken into consideration in mitigation of damages by way of offset.

* * *

There is no calling in which a man's ability, industry, zeal and enthusiasm will receive quicker recognition than in that of editing and publishing a newspaper. This comes from the very nature of the calling. The work of the newspaper man is at once placed before the eyes of all. The lawyer must wait long and patiently for his first client, and whenever he appears in court it is before only a score or so of hearers. The reasons of failures in the newspaper calling are: 1. The lack of appreciation of the real opportunity presented. 2. A lack of proper training. 3. The absence of personal inspiration, because the editor speaks to an absent audience. A newspaper man should try to imagine the actual presence of all readers, young and old, and write as he would speak in the presence of all inhabitants of the community, city, or state, with the further feeling that his words are to remain of permanent record during the coming days, weeks and years. 4. Indifference and carelessness, or indolence, if you please. There are thousands of splendid successes that prove that thousands more might succeed if the editors and publishers were but fully awake and alive. The newspaper must entertain and instruct through those things that are newest, or that will most interest, touch and arouse the readers. But to interest, the editor must be interested. His whole heart and sympathies must be awake and his soul full of feeling and fire.

GUILTY ENGRAVERS.

Monopolies and Trusts: What Are They?—In Two Chapters.

CHAPTER I.

Preliminary Remarks on Labor and Reward—Human Law and False Reasoning, With the Decision of the Court Holding Chicago Engravers Guilty of Violating the Illinois Statute Relating to Combines—Platform for a New Party.

The history of mankind has shown how fallible is human reason and how futile it is to act independently of or to resist popular prejudice, delusion or frenzy. Law, which is said to be the perfection of reason, under the pressure of popular belief and all-pervading error, frequently has been perverted to the service of wrong, injustice and anarchy, just as religious bigotry has slain the prophets, the world's noblest men and women.

The crimes done in the name of human rights and liberty stain every page of history.

The grave decisions of courts—that should rest upon and derive all their force from the recognition and exemplification of those principles that are said to exist in the very nature and relations of things, that are from the great, benevolent, all-pervading Mind, and, like Him, are everywhere—are filled with contradictions and inconsistencies and have been, all too frequently, the props of wrong, injustice and tyranny. This has been no fault of the principles out of which should ever come harmony, but the fault of the controlling influence over reason of preconceived notions, of the swaying power of popular notions, of prevailing delusions, of false views as to the relations of men to each other and of all to the pure streams of right, justice and equity that should gladden and give equally life to all who exist.

It has been decreed in the very nature of things, for his own well-being, that man should toil. Even in the most primitive conditions man must eat bread, or secure it to eat, through the sweat of his brow. Bread, standing for all man's necessities, is the necessary, direct and substantial reward for labor, though, incidentally, the development of manhood, of physical and mental strength, the securing of health and truest pleasures are attendant blessings. Labor must ever have its direct reward. The extent of the needed reward must vary with the demands for suitable, healthful, happy living, that are ever varied by surrounding conditions. So much for the primary principles of decent human existence.

The isolated man with no demands of family, of dependent workmen, of becoming dress, of society or of government and its taxes, burdens and responsibilities, may have very small needs, and the necessity for great toil or of much reward may be very small. The opposite condition exists in complex society, with all its burdens, accompanying accidents, losses, incidents, and obligations of possession, of duty or necessity in order to give suitable employment and adequate reward, support and protection to many others.

As society has developed with its manifold and complex callings and employments, it has ever been adjudged that the members of these callings were best fitted to judge of the amount of earnings or reward requisite to properly pay for the labor performed. Lawyers and physicians have agreed on the minimum fees that should be charged and allowed; judges and ministers have contended for adequate salaries, and in like manner all other employments have acted. Honorable men have considered it right and just that such just charges should be paid. The right of trades to fix the prices of their products and of all workers, whether in the professions, in commerce, in manufactures, to fix such rates of compensation as they might think just has never been questioned in any free country on the globe.

The equal liberty remains for the purchasers or employers to say whether or not they will pay the prices asked.

In absence of special contract such prices are enforced by law as are fixed by custom or by generally accepted fee-bills or scales of wages as the value of labor or goods on the principle of quantum merit or amount of intrinsic value to purchaser or employer.

If it is right for one man to fix the price of his goods or his wages, it is right for two to agree as to the same, and if for two, then for a dozen, or a hundred, or, for a thousand. There is nothing of monopoly in this; though the fixing

of prices too high will ever prove unwise, for high prices always tend to the decrease of purchase and employment.

Any statute that undertakes to prevent men from setting or agreeing as to the prices of their labor or products is an abridgment of private rights and is unconstitutional and void. This is always with the provision that there is no attempt made to interfere in any way with the entire liberty of others, either as individuals or as companies, corporations, firms or combinations, to sell their products or their labors to such persons on such terms and at such prices as they may see fit.

There can be no such thing legally as a private monopoly in a free country, for monopoly is a grant by which a private individual, company, firm or corporation is given a privilege to the exclusion of all others, as that of the exclusive manufacture or sale of a certain article.

This is the general rule, with the one exception of patentable inventions. This, however, is on the principle that the invention belongs to the inventor, and that it is a matter of justice and for the general good that he should be protected in his property and in its use for a certain number of years, that he may realize proper compensation for his skill and labor in perfecting the invention, otherwise he would, as in early ages, keep secret his process and reap individual benefit only from its private use, to the exclusion of all others. This can hardly be called the grant of a monopoly, for it is only the temporary protection of the individual in that which is his own.

The single tax man has some reason in saying that granting the exclusive use of lands or mines to a man and his heirs forever on the payment of a certain sum of money to the Government is granting a monopoly. Such grants used to be made by kings to favorites or subjects for military service. It is a question whether kings or governments ever had any right to give away or to sell for money, lands, the gift of Nature to all creatures, any more than to give away or to sell air and sunlight, but it is a question not germane to the subjects under discussion.

It is true that labor unions have striven to create a monopoly in labor, and in some places they have in a measure succeeded through the "union label," strikes, boycotts, intimidations, assaults, murders, slanders, calumny, cries of "Scabs," "Rats," "Unfair," coupled to the easy good nature of employers who have desired to be on good terms with "organizers" and "agitators," rather than to be falsely charged with being inconsiderate of any of the wishes or demands of their employees. Unions have in this way monopolized to their members the right to work to the exclusion of all who did not choose to belong and pay taxes and blood money to the monopoly that assumed to treat all employers as enemies, and only held to doing that which is right through threats. It is a monopoly that can not become general.

It, perhaps, ought to be remarked further that the granting of rights to railroad, street railway, water, gas and electric lighting and power companies are in the nature of quasi-monopolies. Yet these are all in the nature of public corporations for public use and benefit, and are, and possibly should be more fully, under governmental control. The Government should have the right of regulation as to charges and as to limit of profits. This right has been exercised to a greater or less extent.

In view of all these facts and well-established principles, a law that undertakes to make private individuals criminals for agreeing together as to prices to be asked for their products seems evidently absurd, yet the great State of Illinois has a law making it criminal for private individuals, driven to the verge of bankruptcy by unwise or reckless competition, to so agree. Lawyers can agree as to their fees, journeymen as to their wages, but engravers, printers or other employers of labor can not agree as to the prices to be charged for their work.

It may be well to premise a few words as to what is termed competition. In its proper sense it does not necessarily imply the entire disregard of all business principles and the seeking to gain business by doing work at a loss. It should mean the friendly seeking to win through better products or more acceptable service, or the ability to actually reduce cost of production. If it means simply the cutting of prices it must then mean cutting down of wages and of all articles, largely the results of labor, entering into the products.

There have developed in this country large classes of people who call themselves honorable men, who are ever seeking through bids from producers to obtain whatever they may have to purchase at less than cost. These claim to be great friends of the laborers, but their methods all tend to the crushing of the employers who furnish the employment and pay the wages. The methods used of setting one producer against another are often more ingenious than honest. These bears in the market of products are very frequently men of large means or fat salaries. The result to the manufacturer, engraver or printer of moderate means is overwork, worry and bankruptcy for themselves, lower wages, overwork or no work to the employees.

What has been called competition has been in effect the robbery of these people of the suitable reward for labor. Driven by necessity and the smarts of wrongs for which they may be in part responsible, these have come together in organizations, not for extortion, but for mutual protection. They are met with a silly law aimed against so-called monopolies, that are to-day subjects of a public frenzy as much as were ever witches or witchcraft—a law enacted by demagogues and used to levy blackmail on legitimate corporations. Striving to adjust prices on a scale that will secure just compensation to themselves and fair wages to employees, these men are branded as criminals. The decision, to which the foregoing remarks, written without consultation with or one word from the parties defendant, are meant as a preface, was rendered by Judge Hutchinson, of Chicago, in the Cook County Criminal Court, July 31. The charges were that in forming the American Photo-Engraving and Etching Company the parties defendant did so with the purpose of preventing competition, not selling below a certain agreed price and uniting all their interests so as to affect the price of articles sold by them. The charge itself is trivial. There was not one word about any effort to prevent competition by others outside the agreement. Such an attempt would have been impossible of carrying out without violence, without an imitation of debased labor unions in assaults upon the persons, property and characters of those who might strive to engage in business. There was no attempt to interfere with the rights or liberties of others. These men had a perfect right to agree among themselves as to what were fair prices and what would be the prices asked by them or any of them for work, and leave competition to its legitimate field of quality of the product and the excellence of service. However, the judge, acting under the popular frenzy and witchcraft delusion, found as follows:

"We find these defendants carefully, systematically and persistently urging on the completion of their scheme to form a trust which the evidence shows to be unlawful and which the law and sense of all rightminded men abhor and detest.

"When the testimony of the defendants is carefully examined the defense interposed is found to be of no value as a defense. It has some substantial appearance on its face, but it is all face and nothing behind it. The testimony of the defendants offered instead of helping them strengthens the case for the public.

"To constitute conspiracy it is enough if two or more persons in any manner or through any contrivance positively or tacitly come to a mutual understanding to accomplish a common unlawful design. The thing in a conspiracy may not be accomplished, but the bare combination constitutes the crime, no overt act need be alleged or proved. The law forbids entering into a combination for fixing prices, and the fact that the defendants never did any business under their trust agreement is immaterial.

"Their acts show they entered into an illegal combination, agreeing to do what the statute says they shall not do, and when they did this they became liable to its provisions. The intention of the legislature plainly was to put a stop to the harmful tendency to control the prices of salable articles and to prevent competition in trade.

INGENUITY OF THE PROMOTERS.

"The purpose of the law is to deter parties from any undertaking looking to the formation of these illegal and harmful combinations. When they already exist and exercise their industries in all their ramifications it is difficult and in some cases impossible, to push them because of the ingenious and circuitous manner of their formation and devious methods adopted to shield them.

"Our statute wisely provides not that you shall not do business under a trust agreement, but it says you shall not make or enter into such an agreement. It does not say you shall not roll the ball, but it says that you shall not make the ball. It goes to the very fountain source—the spring from which these troubles come; it endeavors to stop parties from getting into the mire which contaminates, checks and turns from legitimate channels all the open stream of commerce.

"The preponderance of the evidence is for the people, and I therefore find the defendants and each of them guilty as charged."

Now we know nothing as to the course taken by the attorneys for the defense, but judge from the decision that

they, acting under the popular delusion as to so-called monopolies, acknowledged that if they had done anything prohibited in this nonsensical, void, unconstitutional and ridiculous enactment against the modern spooks they had done wrong, and they probably endeavored to show that though these horrible spooks and demons existed as substantial realities, the defendants were not demon possessed. We hope that the Supreme Court is far enough removed from the popular craze and frenzy as to reverse the decision and pronounce the law, as it is, only a piece of illegal, unconstitutional demagogism.

It is not our intention to place any special blame on the trial court judge, though his words show his mind to be very greatly agitated and influenced by the popular frenzy about the modern spooks in the business world—a world of which judges are frequently very ignorant except from the theoretical side. That judges even are not above being swayed by popular delusions was strikingly illustrated in the case of Sir Mathew Hall, England's most learned, able and just Chief Justice, who condemned and had executed, or in other words, who judicially murdered two poor women on the crazy charge of witchcraft. It is, too, natural for judges to take seriously and without much question the enactments of the legislature, a co-ordinate branch of government, though the majority of the members thereof were ignorant demagogues or the tools of ignorant political and labor union bosses. The *News-Letter*, of San Francisco, recently described, in fitting terms, the kind of legislation that is found in many of our states. It said, speaking of a suit in that city that is somewhat in point:

"The case of the union printers against the city can be stated in a nutshell and understood by a fool. The city advertised for bids for the doing of its annual printing. According to law and good policy the lowest responsible bid was of course accepted. Then the union firms applied to the Superior Court for an injunction restraining the city from dealing with the successful bidders, because they employed non-unionist printers. On just what law this application is based we do not pretend to know. What we do know is that our statute books, Federal, State and municipal, are stuffed with laws dictated by demagogues, and intended only for buncombe. Nobody pays any heed to them, and they usually remain dead letters in our codes of law. That the city has a right to buy in the cheapest market is beyond question. That both union and non-union printers are alike entitled to sell their wares at any price that pleases them is also above dispute. Labor unions must fight out their battles in some other way than by trying to coerce the city into buying in the dearest market. That is something the taxpayers will not stand. The noble guild of printers ought to be above putting them to the test."

So far we have not treated of the character or consistency of trusts as different from monopolies that we have shown could not exist except through violence. No word in the English language has been more misunderstood or more misused. Private individuals and firms of great wealth who own absolutely in their own names all their several businesses and every cent invested therein have been ridiculously called trusts, yet with all the talk and arguments that have been expended, and all the laws that have been passed; with all the thundering declarations of all the political platforms; with all the zeal, Pickwickian patriotism, wit, wisdom and eloquence of all the leaders of all the political parties, there has not been found a single trust to be reached by law or that can be named and pointed to as a fearful example. There has been some kind of a combination of interests in the ice business in New York City of late that has been denominated the "Ice Trust" and soundly denounced as such and as a great iniquity, yet proceedings seem to have stopped with this denunciation. We are not saying that there has not been wrongs and oppressions and bribery connected with this and many other concerns and corporations, but why will not those in authority be straightforward and expose and punish wrongs instead of crying "ghosts" and striving to scare and hoodwink the people? Why not treat all men on the square instead of endeavoring to prejudice and mislead by preaching spooks. There are enough wrongs that need righting, and if every wrong is a trust the practical partisan politics and combines are the worst trusts of all. One of these political wrongs or trusts is the fee system by which, instead of paying salaries in proportion to services, hundreds of millions of dollars are put into the pockets of unnecessary men, who in cases where possibly necessary are paid thousands of dollars above the value of their services in any legitimate calling. These trusts are a means by which party strikers and heelers are enriched, while men of a hundred times more ability, honor, character and

usefulness are excluded from office and expected to bear all the burdens, take all the risks, stand all the losses, contribute to party success, vote the candidates into fat positions and humbly and uncomplainingly bow their necks to the canting demagogues who never made an honest living in any legitimate calling outside of office holding. More than this, when the useful, honorable citizens are striving to manage their own affairs in a legitimate manner so as to pay fair wages and secure reasonable profits, they are to be branded as criminals under a law enacted by these impracticable demagogues. This country needs shaking over the hell of anarchy toward which it is drifting through the pride of office, the corruption of indolent, ignorant demagogues, bankrupts of honor and character. It wants to be generally understood that the man who accepts fees or a salary from his government, or any one else, for which he does not render full equivalent, is a vulgar thief; that the man who seeks and obtains a position the duties of which he is incompetent to perform in an efficient and worthy manner simply disgraces himself, wrongs, dishonors, betrays and robs his city, state or country.

This nation needs a new party or some added planks to the existing party platforms, made of honest and sound timber, with no veneer or rot of pretense.

We would suggest the following platform for this new party:

Platform of a New Party.

1. We assert the right of every man to individual liberty and the right of protection as to person, labor and property and good name. Whoever undertakes to interfere with either of these rights, directly or indirectly, through combinations, intimidation or by seeking to make any person infamous in the eyes of the public is guilty of a crime and shall be properly restrained from such attempts and punished for such acts.

2. Every public officer or official of every grade shall be paid a salary only commensurate with the services to be rendered, the value of service to be measured by the usual salaries paid for like service by private individuals or firms whose business is carefully, economically and successfully conducted.

3. All fees, duties, licenses, taxes or other charges required, assessed or levied for the support or maintenance of the Government in any of its branches of school district, Township, City, State and Nation, shall be paid into and collected by banks of ascertained financial soundness and reliability, such banks to receive, handle and pay out such funds on the same terms as they handle deposits for private individuals or firms.

4. All the affairs of the Government shall be conducted with the same care and economy as is the private business of the country. All appointments to office shall be made on the basis of the fitness of each appointee to properly perform the duties of the office to which appointed, and the appointing of any person on account of personal or political aid in securing a nomination for office shall be deemed bribery and be punished as such.

5. All acts of societies, clubs or unions, or of their officers or representatives, that tend in any way to interfere with the rights of others as to the control of their own labor, business or property, as the right to freely contract as to labor between the employer and employee, shall be prohibited and treated as criminal. All attempts to interfere with workmen, to spy upon, invade or picket shops, factories or other places of business in the interest of any organization or cause, shall be deemed undue interference. The use of vile epithets, such as "rats" or "scabs" as applicable to workmen, or "scab office," "rat office" or "unfair," as applied to places of business or to individuals, firms or companies, should be prohibited as slanderous language tending to a breach of the peace.

6. That the requiring by boards of education, city councils, legislatures, congress, the managers of political campaigns or others, of the use of "union labels" on work and the excluding from competition those who do not agree to use such "labels," is a species of bribery and also an infringement upon the rights of trade and labor; the granting of a special privilege to one citizen or class of citizens to the exclusion of others and should be punished as a felony.

7. The promising or giving an office to any one for personal or partisan work, influence or service, is the worst

kind of public bribery tending not only to corrupt private citizens and all the body politic, but to demoralize the public service, to do away with all efficiency and the existence of any sense of obligation to the community, city, state or nation in the performance of the duties of public offices that belong to the people. This species of bribery should be punished more severely than that of the use of money, for it is stealing from the people that which is theirs of right, and using offices, that are to be received as sacred trusts, as bribes for personal and partisan service or advancement.

There might be several other planks added, entirely outside of the much trumpeted issues now existing between parties. One of these would take all judicial positions, all school management and all clerical, ministerial or consular positions out of the sphere of partisan politics and provide for the conferring of such positions only with an idea of fitness, experience, reliability and efficiency.

Now, finally, what are trusts and what if any of the supposed wrongs can be reached by legislation?

To be concluded in the October issue.)

CONDITIONS OF NEWSPAPER SUCCESS.

(From Annual Address of President C. E. Wood Before the Iowa Corn Belt Editorial Association.)

It is good for us to touch elbows, to compare experiences and note the advancement of our work. We are always growing, pressing on with higher ideals, nobler desires; but that goal "perfection" we can never reach. Yet the progress of the last fifty years has brought us from work most crude to that today approaching perfection. No longer does the country editor fill his columns with vague and abstract philosophy of his own, but confines himself strictly to passing events. He lives close to the lives of his readers and his paper contains what is many times dearer to them—a history of their own actions, a true mirror, if you please, of the brighter side of the life of the community which the paper serves.

There is a certain inborn quality that is with every man in a greater or less degree, that flames with a kindly feeling when he sees his name in print. Call it personal weakness, vanity, no man is entirely devoid of that sentiment. I have had friends come to me on the eve of a journey and outline the prospective trip, at the same time cautioning me most emphatically not to mention it, when to my certain knowledge on their return the first thing they did was to devour the paper and when their name did not appear they felt hurt. A prominent man of Iowa, a man not given to vanity, said to me recently in speaking of personal and complimentary notices: "There is no use denying it—we all like these things. We all like to see our names in print." In this same connection he spoke of two papers in a town near him, one had often referred kindly to his official career and without an effort to be patronizing had given him several good notices. The other, which held the kindest feeling toward him, had on some occasions omitted mere mention of his official visit to the town. He expressed thorough appreciation for the treatment of the former, while he held the opposite toward the latter. The former he thought an up-to-date, model country paper, while the latter he considered a back number. And this gentleman is a high-grade man, in high office, who is personally known to and enjoys the esteem of the majority of you here to-day. Then what shall we expect of the modest subscriber in the more humble walks of life? Should we be surprised when we learn that his warm friendship for the paper dates from the publication of a personal item in which he or some of his highest ambitions were served?



C. E. WOOD,
Editor Spencer (Iowa) Reporter,
President Corn Belt Association.

It is all well enough to publish good papers, and we should all strive to merit the unique position we enjoy in the hearts of our readers, but what about the financial end? Is it not true that as a class we receive poorer pay for the actual gray matter expended than those of any other business or profession? In the words of a prominent statesman, "To make a successful newspaper you must have not only ability, but judgment, discretion, tact, common sense and sympathy. It requires more genuine genius to be a successful country editor than it does to capitalize and successfully organize a trust."

If you question the small income cast about in the territory covered by our association—one of the most attractive and remunerative in the land—and name a single man who has gained a competency out of his country paper alone. Business men, lawyers, doctors, aye, an occasional minister, enjoys a fat bank account, but seldom is it true of the country newspaper man. He is made of just as good metal, works just as honestly and is entitled to as large returns for his efforts. I am not a pessimist. I am proud of the profession and would not exchange for any other work on earth, but here is an injustice. No one is to blame but ourselves, and to ourselves we must look for the remedy.

There are two serious difficulties we encounter. First, the flagrant and foolish violation of business or professional ethics with our competitors. In this respect newspaper men are the biggest chumps on earth. Some of us allow the smart customer to get his job printing done at an actual loss to us, simply to keep the other fellow from it. Another editor sows his paper broadcast over the county to gain a list that insures to him the county printing. Such a policy is financial suicide and should be corrected. "United we stand, divided we fall."

The second difficulty, and the one to which the first can be traced, is the ease of entering the field. The bars are not down; there is simply no sign of a fence. It is a free range to anybody and everybody who is out of a job or wants to roast an enemy for the "good of the community." All that is needed is a disgruntled political faction and a printer out of a job. The former always has "plenty of money" to squander (?) and the latter the time and experience. The offspring is a newspaper, poor, sickly, with weak morals and a shameful objective point, a leach upon the community and a disgrace to the profession. It ekes out a miserable existence for the sake of getting even with the other fellow. It gets just enough business to sap the profit from the reliable paper to which everything rightly belonged.

Our friends the physician and the lawyer must first learn something about the work either one expects to follow. Even the druggist must serve an apprenticeship and pass a rigid examination before he dare compound remedies for the ills of humanity. The lawyer and minister are forced to more careful preparation before they may prescribe for the wrongs of dicker or of mind and soul. Yet our work is in broader fields, and if we would better our profession, accomplish the work in our power and gain a competency, we must see to it that it be made necessary for a man to know something professionally ere he enter this calling.

Legislative enactment to this end would certainly be productive of good. The chief trouble nowadays can be traced to ignorance even of the first principles of business. So many people think they know better how to run a newspaper than the editor. The inexperienced who try it necessarily labor under a burden of profound ignorance, and it is only after they have made the struggle without profit or credit to themselves and have damaged the deserving papers that they appreciate that there is anything at all to be learned. It is then too late. It would be a kindness to them as well as to the craft to save them from the trials they know not of.

It is our duty, not from a financial standpoint alone, to make the most of our profession and lend our best efforts to its improvement. The product of our labor enjoys a peculiarly fortunate position. It touches directly the unit of our social compact. It enters the sanctity of the home, and is the close confidant of the family circle. This means influence of the most telling type. Wendell Philipps said, "Let me make the newspapers, and I care not what is preached in the pulpit or what is enacted in Congress." "If I might control the literature of the household," said Bacon, "I would guarantee the well-being of church and state." Realizing the great responsibility, let us respond with the best there is in us.



EDITORIAL

notes and points



In our department of "Newspaper Criticism" we briefly notice the souvenir number of the *Evening News* of Framingham, Mass., in celebration of the two hundredth anniversary of that place. Very few papers can go back so far in the history of their cities. In the West many cities have not yet reached the half-century mark, although approaching very nearly thereto. Whatever may be the period rounded to completion, it is well for the newspaper to take advantage of the occurrence to recall the history of past events and progress and to make a record of present attainments. The completion of the present United States census and the ushering in of the twentieth century will be epochs in the onward march of the nation's existence in the rounding of the centuries worthy of special attention. The wider our observation the more are we convinced of the value of special issues and souvenir editions as a means of increasing the business and fame of a newspaper. They give opportunity for the display of push and enterprise to come in touch with many people that otherwise could not be reached or directly interested, to make friends and accumulate and treasure up important local history in consecutive and narrative form. The newspaper is the recorder of living, current history, but the souvenir edition permits of such an array of events as to show their logical connection and dependence. The souvenir or special issue also gives an opportunity to make a display of art and to show more tasteful and perfect mechanical accomplishments than is possible in the regular every-day output.

The *Evening News*, in its edition, while briefly glancing backward two hundred years, has given more attention to the present. The leading, active men prominent in manufactures, education and politics, are portrayed in splendid halftones, excellently printed on calendered white paper, as are public and private buildings and great factories. Advantage is also taken of the issue to give the programmes of the commemorative exercises in all the churches in honor of the rounding of the two hundred years, and the official programme of the sports and entertainments. Among the latter we notice: "Exhibition by fire department," "canal float," "golf contests," "bicycle road race," "children's parade and entertainment," "athletic and field sports," "military, civic and trades procession," "Framingham bi-centennial race meet," "literary and musical exercises," "fireworks," "bi-centennial banquet," etc. We give these as suggestions to editors who may desire to arrange for bi-centennial celebrations. It may be permitted to remark by the way that the portraits of this souvenir show that there has been no deterioration in the quality of men and women in Framingham during the past two hundred years. The improvements in churches and all other buildings testify that there has been no lagging in enterprise nor in religious activity. The issue suggests again how endless are the subjects for treatment and illustration furnished by a prosperous modern city or village.

* * *

Editor Cad Allard, of the Illinois Daily *Star*, of Beardstown, declined with thanks the nomination by his party to the State Senate. It is not claimed by the editor to have been because the office of State Senator and the calling of an editor were in any way antagonistic, but for the substantial fact that he is a postmaster and the department at Washington, upon being asked, indicated that the governmental position and running for the State Senate "not best." The postoffice pays a substantial salary, while the senatorial nomination was only an empty honor. He chose

the better part. This demonstrates the fallacy of the generally received dogma that the editor is impractical, with no care as to his own interests. It often takes a wise man to refuse a nomination to office, and it would be lucky at times for other editors to a postmaster general to furnish good advice.

* * *

Paper trade has been reported dull of late and some book paper mills have temporarily shut down. Prices are slightly lower.

* * *

English paper makers under the guidance of S. Charles Phillips, editor of the London *Paper Maker*, have been making a tour of the paper mills of the United States. In the West they were especially charmed with the beauty of the Fox river region in Wisconsin.

* * *

Editor James P. Cox of the Owensville (Ind.) *Star* passed July and most of August in Europe, giving one week to the International Christian Endeavor Convention in London and another week to the Paris Exposition. Editors must keep pace with the age, both in material and religious affairs, and after one has thoroughly traveled in his own country, a most excellent means for broadening of ideas and sympathies is to travel in other countries.

* * *

Col. T. Speed Dickson of the Media, Pa., *Ledger* is seeking his fortune at Klondike and Cape Nome. He is to furnish his paper with letters during his trip. We do not mention this, however, as a suggestion to be acted upon by other newspaper men, though with the mercury at 96 degrees above zero as we write it seems that a little of Cape Nome climate might afford a grateful change. So far as gold is concerned it has always been our idea that there is more in any legitimate business, persistently, perseveringly and industriously pursued with push and prudence, than in traveling to the ends of the earth to dig it out of granite rocks. If, however, a man is not finding gold with industry in one place and finds opportunities closed, it is a duty then to seek elsewhere.

* * *

In welcoming the Alabama Editorial Association to Birmingham the editor of the *Age-Herald* stated some wholesome truths that ought to be published in every newspaper in the land that is worthy the name, for the enlightenment or the jogging the minds of the great public as regards some things of which they are either ignorant or extremely forgetful. Speaking of the editors he said:

There is not one among them who has not done more for his town and community than any other citizen has accomplished; not one who has not done more for the public good, more for charity, more for education, more for good fellowship, more for comradeship, more in the noble cause of independence!

There is not one among them who has ever received in measurable value reputable return for his unfailing labor and unfaltering faith in the cause of the common good. There is not one who does not merit immeasurably more than he has ever received for his efforts in the material and moral upbuilding of his community. There is not one who has not given ten dollars in advertising charity to every dollar given by men abler than he to give; not one who has not given double value for every cent he has received for general advertising!

* * *

In the issue of the Texas *Coaster* announcing the death of Editor George Dunlop, of which brief notice was made-

last month, notice is given that the paper will be conducted by Mrs. Ella Dunlop and Maurice Dunlop. It has become quite common of late years in this calling for a woman to take up the work of a fallen husband or brother. It is to the credit of all women, too, that the work has not been less ably carried forward by the woman. There are many lines of newspaper work for which women seem especially adapted. Women's work is not new to the world and has been ever distinguished for fidelity, loyalty to duty and all that is pure, that appeals to best sympathies and that is most ennobling.

* * *

The Stillwater (Minn.) *Gazette* boasts of its new Simplex typesetting machine, of which it gives an illustration, calling attention at the same time to the improved appearance and character of the paper and expressing great satisfaction.

* * *

After fifty-three years as an editor, Col. A. K. McClure of the Philadelphia *Times* is to retire in order to devote his life to the writing of books or the completion of literary works now under way. He has by application, industry and a steady purpose exercised a powerful influence in state and national politics. The impress that he leaves through his work is vastly greater than that left by any President since Lincoln, whose friend he was and whose policy, in the most confidential positions and relations, he helped in a greater or less measure to direct. Office is not necessary to usefulness and power and may often prove a hindrance to the accomplishment of the most useful and desirable objects.

* * *

The *Star-Clipper* of Traer, Tama county, Iowa, has been credited in the *Newspaper Blue Book* by the Twentieth Century Press Clipping Bureau, with being "the best country weekly in the United States." It is printed in a village of fifteen hundred inhabitants, and yet it has a circulation of twenty-six hundred copies. A copy is on our desk as we write and we find it to contain sixteen pages of six columns to the page. There are twelve columns of brief locals or items from different townships in the county, running from one to five lines in length, making in all about eight hundred items, in each of which from one to four persons are named. We would say that at least fifteen hundred different persons are named in these locals. There are six columns of locals on the local page. The whole paper is built on the idea of brevities, news boiled down. Since being rated as "the best paper," Editor Taylor has received applications for sample copies from all parts of the country and in reply to queries as to how his success has been won, gives in his own words the undoubted reason for the securing of so extended a circulation in so limited a field. He says: "The secret is in giving all the news when it is new, always reaching the readers on time, and never intentionally deceiving the public. With nearly forty correspondents in all parts of the county we are able to give the people in every township a local paper with all the home news and all the news from every other neighborhood. Of course letters from other States and countries, the world's news in brief, a carefully edited editorial page and a spicy, practical agricultural page all add strength to our paper, but the strong local news feature of the *Star-Clipper* is largely the secret of its success."

The subscription price of the paper is \$1.50 a year, and the issue before us contains thirty-five columns of advertising. The advertising rates are claimed to be the lowest of any paper in the county considering the circulation, being \$25 for one-fourth, \$45 for one-half and \$80 for whole column by the year. We shall turn the paper over to our criticism department with the suggestion that in our opinion the advertising rates should be advanced at least 20 per cent and a portion of the money received therefrom, which would be clear profit, be devoted to improving the mechanical appearance of the publication. It ought to be the ambition of the publisher now to have the best paper mechanically, as well as in the other respects that have brought such success and fame.

* * *

The Pittston *Gazette* of Pittston, Pa., issued on August 2, a "Jubilee Edition," in honor of its fiftieth an-

niversary. The story of the first quarter of a century of the paper is told by one of its founders and first editors, G. M. Richard, and by Henry Wilson, who became an associate in editorial and other work on the paper in 1852.

The first editors were the printers and managers as well, and did all kinds of work required. The second quarter century of the history is told by the present editor, Theodore Hart, who has been at the helm for more than half of the newspaper's existence. The record given by this issue, however, is not confined to the newspaper above, but embraces the development of every local interest. A bank president who was there fifty years ago writes interestingly from his standpoint, of the beginning in Pittston, while a clergyman who moved to the place in 1844, and was welcomed by the new banker who lives to tell the story of the early days, writes of the growth of the church for the fifty-six years. The town, as it was in 1850, is described and pictured as a struggling village on the banks of the Susquehanna. A most pleasing summary of the contents of the first number of the paper, with a reproduction of its first page, makes an interesting feature. "Chats with Old Timers," "The Old Pittston Ferry," "Ye Ancient Sports," "Our Early Churches," "The Old Plank Road," "First Coal Operations," "The Gravity Record," "In the Civil War," "After Fifty Years," "Schools Then and Now," are the titles of entertaining articles, and are valuable in suggestions for papers in other sections. The halftone illustrations are of superior quality, and especially is this true of the portraits. Among these, we notice one, of the "Oldest Natives of Pittston, aged nearly 104 years." His name is Isaac Thompson. A group showing the survivors of Battery M., Second Pa. Artillery, on their return home from the war, is good, and must prove of great local interest. All this is filled with suggestions for other local papers. What a wealth of story and instruction, entertainment and romance, is afforded by the building of a city. The glory of a live newspaper rests in the fact that it is permitted to be an aid to, and a part of, every enterprise. The editor of the *Gazette* is to be congratulated not only on the excellence of the matter in his "Jubilee Edition," but on having used suitable ink, paper, engravings and workmanship to properly attract attention to and exhibit, through mechanical excellence, the good and valuable work done, editorially and by his contributors, for his city.

One of the distinguishing incidents in the history of the *Gazette* is that it was edited from 1856 to 1860 by the now Sir John H. Pullston, who, with his lady, resided in Pittston, and was a part of its social life. He returned to England in 1867, and was three years thereafter elected to Parliament, where he served twenty years. He was knighted by the Queen in 1887. In a history of the House of Commons he is spoken of as "One in favor of giving to education the largest and freest scope, and opposed to the present workhouse system of educating pauper children. Believes that temperance and the diminution of crime will be better promoted by education and sanitary measures, the improvement of the dwellings of the poor, than by restrictive legislation."

Now, while this department is intended to give, by example, points and suggestions for the use of editors and publishers, this incident is not related in order to encourage American editors to move to England, get elected to Parliament, and finally be knighted by the Queen, but it does suggest how well the all-around work and life of a live, local editor and publisher educates and fits one for usefulness in the highest positions in the world where knowledge of men and of social, educational and political conditions is required.

* * *

On August 1 the Mansfield, Ohio, *News*, with Past-President W. S. Cappellar at its head, gave the seventh in the annual outings to the children. These have become famous, and are looked forward to each year with increasing, joyous anticipation, and back upon with pleasurable memories. The glad occasions will remain throughout their lives in the minds of the lucky children of Mansfield and the surrounding towns as red-letter days. The last was most successful of all. There were ten thousand persons at the park, among the rest was the veteran statesman, Hon. John Sherman, who was seemingly as well pleased with the affair as were the young people. The children were

all and each furnished with street car tickets out and back, and with a neat badge bearing on its face the "red, white and blue" banner of the free, and the words "Seventh Annual News Outing, Sherman-Heineman Park, Mansfield, Ohio, Monday, August 6, 1900." The *News* served during the day sixty-two barrels, forty gallons each, of the very best lemonade. In making this lemonade eighteen large boxes of lemons and three and a half barrels of sugar were used. A band furnished music, and entertainments were given at the Casino in the park afternoon and evening. The rush on the street cars continued from morning until night. The merry-go-round, with its organ, was a center of delight to the little ones, and the older people showed their delight by reflection, if not by participation. Laughter and joy ruled the day and the satisfied, smile-wreathed faces of the children at night showed that sweet memories had already commenced playing through their fancies. Is it not a fact that newspapers are too often forgetful of the children whose loyalty to a local paper is one of the surest ways to wide and permanent success? Give a newspaper the goodwill, respect and love of the children and the mothers, and it need not fear anything else. It is a good thing for a newspaper to keep close to the hearts of the people, and the children hold the hearts of every community; besides, they must be the subscribers and advertisers of the very near future—how near is appreciated by every editor and publisher who has passed the quarter-century mark in the newspaper business.

* * *

The book publishers are attempting a combination, not, as is claimed, to put up prices, but to save legitimate dealers from bankruptcy. Of late years books have been published at a certain price adhered to by the trade or retail book dealers, but sold in dry goods and department stores in a short time after introduction so low as to destroy the trade of regular book dealers who have introduced and made a market for the books.

* * *

Joseph D. Cawand, formerly a newspaper man of Smith County, Tennessee, has a fortune of \$11,500 awaiting him. This sum was left by a gentleman whom the editor, in the kindness of his heart, usual in newspaper people, nursed through a severe illness. Where is Cawand? Jonathan Bliss wishes to locate him so as to bestow a gold-lined mantle of substantial bliss upon him. It is sad to think that a man whose whole life is devoted to the service of the public should be so far unknown as to be advertised for in the public press.

* * *

Past-President B. J. Price of Hudson, Wisconsin, treated his printers to a series of first class entertainments last year, of which we intended to make note at the time. This is along the same line of keeping close to and showing an interest in the people. Such entertainments ought to be quite readily arranged by a live newspaper, and must make good news before and after. To entertain as well as to inform and instruct is certainly an important part of the mission of the local press.

* * *

The "Centennial Number" of the *Democratic Watchman*, of Bellefonte, Pa., is another special issue worthy of editorial notice. The paper is published by P. Gray Meek. It is not as elaborate as most souvenir or special issues, and is in fact but the enlarging of a regular issue and the use of a handsomely designed descriptive and historic first page in colors in honor of the celebration of the county's centennial, the programme and arrangements for which, with the names of the promoters, are given in full. The "Early Days of Centre County," with "History-Making Trials of the Ancestors," makes an article of thrilling interest. The history of "The Boroughs and Townships" of the county is recorded with a care and thoroughness that must prove valuable for reference in the future.

* * *

It is plain to the most feeble-minded that there are a hundred good, bony-handed, brawny laborers to one poor effeminate creature that lives upon his means. It is they that must make the laws, and, having them made, they must submit to them. If the laws are bad, they must not forget that they hold the remedy within their good right

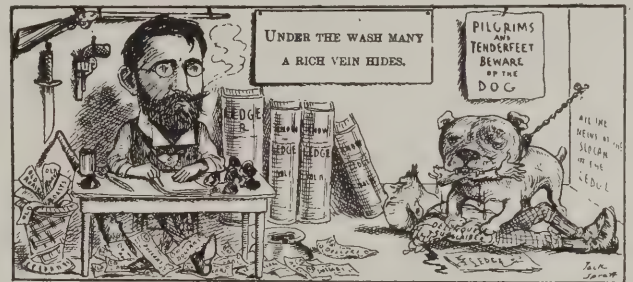
hand when the proper time comes. They must not rebel against the laws as they find them.—Judge Hemenover in Canton, Ill., strike case.

* * *

The *Weekly Gazette* of East Hartford, Conn., boasts a very large per cent of increasing circulation since April 1, 1900.

* * *

The reproduction this month of an illustration from *The Lodge*, of New Denver, British Columbia, contains a suggestion as to the way practiced in the far Northwest of dealing with delinquent subscribers. We presume the idea to be that a ferocious bull-dog or bloodhound is sent out to hunt down delinquents, and when one is captured and brought to the office the dog is chained up in the editorial sanctum without other food so that the editor may



THE LITTLE: two dollars a year in advance. When not so paid it is to be given, worthy of credit. The publisher's cost is to be superior to it in a year. Legal advertising is to be a permanent line first insertion, and 5 cents a line each subsequent insertion. Reading matter is to be a line, and commercial advertising graded to price according to circumstances.

YELLOW PILGRIMS: The Ledge is located at New Denver, B. C., and can be traced to many parts of the earth. It comes to the front every Thursday and has never been ruled by the sheriff, nor sold by the fear of man. It works for the truth, and is as the hypochondriac and rheumatism-dragon. It is to be in the right side of everything and battles so that hell better to tell the truth, even if the heavens do occasionally hit our smokestack. A little of this work is worked occasionally, for danger will befall the advertiser who does not. One of the most solid works of creation is the man who always pays the printer for his term; one is a savage and the other a victim of thirst. One of the solidest works of creation is the man who always pays the printer for his term of a bank in paradise, with lightning-roads for a gilday by black, and nothing but gold to lose.

R. T. LOWERY, Editor and Financier.

EDITOR AND FINANCIER.

Reproduction of top of editorial column of the New Denver Ledge, showing treatment awarded delinquent subscribers in British Columbia.

enjoy seeing the man, who never subscribed but took the paper and failed to pay, torn up and devoured limb by limb. This suggestion will be of no value to those publishers who require payment "invariably in advance." From the twenty dollar bills scattered under, and the lumps of gold piled on, the editor's table, it is to be presumed that he makes his system profitable.

* * *

VACAVILLE, CAL., July 17, 1900.

B. B. Herbert.

DEAR SIR: I enclose an order for two pesos and desire a renewal of my subscription to the NATIONAL PRINTER-JOURNALIST. It has always been a matter of regret to me that I was not earlier a subscriber. I regard it as an invaluable aid in my work, and read it from cover to cover. Sorry I could not be with you at New Orleans. Your account of the convention and the attendant jollity intensified my regret.

Yours faithfully,

RALEIGH BARCAR.

* * *

And now Contractor McIntire, who is manufacturing a mint building at Denver for the Government, is in trouble again. He is a victim of labor unions—and is having a hard row all the time—and then some.

McIntire has found a difference 'twixt figuring and doing. Everything seemed nice when he took his large contract—but at every turn of the road some "union" or other bobs up serenely and takes a fall out of him.

If he uses a toothpick not bearing a union stamp; if he has drills sharpened over a fire not blown with a union bellows; if he eats a salmon canned by the Siwash Indians up in Washington who smell so strong that they cannot join a union; if he carries home his laundry tied by string from a non-union factory; in fact, if he does aught that a "boss" can construe as against a union he has to be fined—his work delayed—and his profits lessened.

And this is a "free" country! Oh, ye gods!—Reporter, Loneland, Col.

* * *

The NATIONAL PRINTER-JOURNALIST for July is at hand. It is a superb number and contains magnificent samples of the printer's art.—Harriston (Ontario) Tribune.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

SONG OF THE NEWSPAPER WRITER.

E DITORS working the pencil blue;
The copy reader can't get through;
Artists all under a terrible strain;
Etchers rushed like a railroad train—
But I'm the one that makes the stuff that keeps
them hustling so.

Linotypes rattle their thousand keys
In the building that's higher than tops of trees;
"Make-up" men rush here and there;
Stereotypers sweat and swear—
But I'm the one who grinds out the stuff that keeps them on the go.

Presses whirl and whizz and sing;
Mail clerks work like everything;
Boys and carriers on the run;
Business office "maka da mon"—
But I'm the one that writes the stuff that keeps 'em hustling so.

Yes, I'm the one that writes the stuff;
I'll bust my brain, but they'll get enough;
Some of it's good and some of it's rough;
At times, I tell you, my work is tough—
But I keep things on the go.

—San Francisco (Cal.) Traveler.

The difference between the ideal and the actual newspaper, even the very best of actual newspapers, is wide enough. Nobody knows better, nobody knows so well, how wide it is as men who are honestly engaged in trying to make in the actual newspaper as close an approach as they can, with the conditions that surround and confront them, to the ideal newspaper.—*Newspaper Ink.*



T HERE is no use in every printing office trying to make its patrons believe IT does the best printing. There can be but ONE best in anything. We claim to be GOOD PRINTERS, the BEST in Platte county. The best authority on GOOD printing in the country is the Nat'l Printer-Journalist of Chicago. IT "backs up" OUR claim.

GOOD AND BEST PRINTERS.

A Western opinion of the best authority on good printing in the country.

The *Star-Clipper*, Traer, Iowa, declared by the newspaper Blue Book to be the best weekly in America, is an average good paper in typographical appearance. It consists of sixteen pages of six columns to the page, each one of which is filled up almost as close as are those of the *New York Sun*. The criticism to be offered is that the presswork might be improved; of course, it is not bad, but it might be better. De Vinne and Gothic faces are used mostly in the ads, the composition being fairly good. The great feature of local news matter is astonishing; plain caps are used for the headings; these should be increased in size to 10-point and set in a bold job type; this would help to break up the monotony of the pages a little. From a business standpoint the paper has a very healthy look about it. No ads should appear on the first page of such a prosperous newspaper as the *Star-Clipper*.

The *Appeal to Reason*, published every Saturday at Girard, Kan., in the interest of the Socialist movement, claims 108,000 actual subscribers. If this be true why not improve the appearance of the paper, which is much below the average? The presswork is poor and the pages look as if they had been scrambled together any old way. As a rule the labor and social reform papers are anything but typographical gems. They do not try to elevate labor by

sending out beautiful and artistic printing. This is not intended as a slur, but is mentioned as a fact. Such noble and upright men as Daniel De Leon, of the *Daily People*, New York, who gave up an income of \$5,000 a year and a professorship at Columbia College for the cause he so earnestly advocates, are not men to have the finger of scorn pointed at them.

* * *

Three lines of zinc-etched manuscript appear on each side of the headline of the *Press-Post*, Columbus, Ohio. It is novel and attractive. The paper is now in its seventy-third year, and Captain Alfred E. Lee, one of the pioneers of Ohio journalism, is now associate editor. The *Post-Press* has the appearance of being an aggressive and up-to-date newspaper.

* * *

Many improvements are promised in the York (Pa.) *Dispatch*, now that it is published by an incorporated stock company. Mr. Young is president of the new company, and his four sons are the other part of it. The capital stock is \$60,000 and is owned entirely by Mr. Young and his sons. The *Dispatch* makes its contracts with advertisers with the understanding that if the paper's circulation can be proved less than the publishers claim no charge will be made for space used.

* * *

A double number, consisting of sixteen pages, was issued by the Washington (Pa.) *Reporter* on August 4, in celebration of the twenty-fourth anniversary of the first appearance of the *Daily Reporter*. Linotypes and a modern perfecting press are used to get out three editions each day, and the price is 1 cent a copy. A fac simile of the first page of the issue dated Friday, August 4, 1876, is given to show the difference between No. 1 and to compare it with No. 7,510, dated August 4, 1900.

* * *

The local news field is well covered in the Pawtucket (R. I.) *Gazette and Chronicle*, and the articles on English scenery under the head of "Correspondence" are charming bits of descriptive writing. The article appearing in the issue of August 3, telling of the beauties of the sail up the River Dee from Chester to Eaton Hall, appealed very strongly to the writer of these notes, who has "been there." A dinner, including a fresh Dee salmon, and the services at the glorious cathedral of Chester are things not easily forgotten, either.

* * *

A newsy and bright paper is the *American-Tribune*, Newark, Ohio, Addison C. Dickinson, proprietor. The presswork is particularly good. A good series of condensed Gothic gives the paper a clean and uniform appearance. One good series of type, bought in sufficient quantities, is the very best method to adopt when purchasing material, a fact which has often been stated in this department before, and a rule which a good many newspapers have adopted. It is a source of great delay and much irritation when compositors have to hunt for "sorts" and then make good the "picks."

* * *

In strange contrast with the new Chicago *American* is the *Democratic Watchman*, of Bellefonte, Pa. The Chicago paper has headings set as large as 12-line pica, and printed in red, while the *Watchman* uses no larger than nonpareil for articles on the first page. It is some time since a copy of this clean and well-printed weekly came to this department, but the special Centennial Number, which arrived this month, shows up as well as any of the previous numbers, and is a credit to P. Gray Meek, the editor. The general appearance of the *Watchman* indicates care, cleanliness and attention to detail. No job letters are used in the

ad display, which gives the paper a remarkably clean appearance. It is utterly void of all medical and objectionable ads. It is a model paper.

* * *

The *Ridge Record*, Morgan Park, Ill., is a new venture of a local weekly in a Chicago suburb. It is neat and well printed. An ad appearing on the fourth page says: "Type new, office clean; no gum or tobacco chewing allowed on the premises."

* * *

The Harriston (Ont.) *Tribune* uses too many fancy faces of type in the ad display. Eight pages weekly and four pages semi-weekly for a dollar a year, if paid in advance, is the price charged. The *Tribune* is the regulation seven-column size. It would be a good thing if our friends across the border would exchange with some of our friends on this side. International courtesy, you know.

* * *

The *Mail and Breeze*, Topeka, Kan., is constantly pushing for new subscribers; it is a first-class paper for a dollar a year. Here is one of the methods employed:

The *Mail and Breeze* will be glad to receive from those who have them, good photographs of anything new and out of the ordinary in Kansas, such as unusually excellent Kansas products, which illustrate the fertility and productiveness of Kansas soil, views of historical buildings, portraits of farmers who have been

bloomers on Sunday last. Some two hundred ladies were out in the new fashion."

Other items tell of P. T. Barnum selling his Philadelphia museum for \$40,000, and that "Several fugitive slaves, who have escaped to England, were recently exhibited at the World's Fair, arm-in-arm with some of the nobility." Also that a new locomotive on the Southeastern Railway, England, makes a speed of seventy-three miles an hour. Strictly local news was poorly handled, only general events being treated.

Although the press was a hand press, the print is clear and legible. The hand-made paper survives forty-nine years, still strong and flexible—something that will never be said of the paper made nowadays.

* * *

There is a lot of truth in the following statement of Mr. Givler, of the Naperville (Ill.) *Clarion*:

If "in union there is strength," so also is there weakness in division. This fact holds good in things evil as well as in things good.

In a town the size of Naperville a united effort is necessary to procure desirable results. Factions are too small to cut loose from the general public and go it alone on any enterprise.

Whatever is conducive to harmony, good will and correct conduct should be encouraged and indorsed. Grievances which seem to be unbearable become easier to endure and burdens too heavy to bear are lightened by the lapse of time and change of circumstances. Misunderstandings are adjusted, explanations and peace restored by amicable concessions.

Every man has friends and every one believes his side of a quarrel is right and his acts are justifiable. People take sides. The local newspaper is also expected to pitch in and make the fur fly. But no question was ever decided in the local paper, but fuel can be added to a flame which may spread and make a bad matter worse.

An experience of over thirty years has taught us to touch lightly and carefully on personal difficulties. No man's record is so perfect that it can not be assailed by a ready writer, and a protracted epistolary controversy usually culminates in libelous personalities and declarations which are expressed in two or three words: "You're a liar." "You're another."

"A stitch in time saves nine." "An ounce of prevention is worth a pound of cure." The *Clarion* may be "a milk and water paper," but it tries to deal fairly with the community and seeks to keep itself and friends out of trouble whether they realize that fact or not.

* * *

Three copies have arrived of the *Louisiana Planter*, a weekly newspaper devoted to the sugar, rice and other agricultural industries of Louisiana. The composition is done on the Linotype, with small caps and italics. The ads are set in the style usually followed when machinery is advertised. The *Planter* is well arranged and clean looking and is evidently a power in the field which it occupies.

* * *

Numerous weekly papers still continue to thrive and look healthy in spite of the fact that many people say "their day is over." The *Independent*, Weston, W. Va., is one of the healthy kind. The local news field is well covered, which is one of the strong reasons why it thrives. The presswork and makeup of the paper is good.

* * *

From New Denver, B. C., comes a copy of the *Ledge*, of which R. S. Lowery is "editor and financier." It is a four-page weekly, decidedly original and fairly well printed. Many of the newest and best faces of type appear in the ads.

* * *

For the improvement of the editorial page of the Hudson (Iowa) *Record* I would transpose the ads from the first column to the last, and bring the editorial head over to the first column. This would be better makeup.

* * *

The presswork and general typographical appearance of the Mulhall (Okla.) *Enterprise* show a marked improvement during the last year. The ads are much better set than they used to be.

* * *

The Millford (N. H.) *Daily Reporter* is a small four-column four-page paper, which could be easily improved in typographical appearance. It looks amateurish.

* * *

Ewing Herbert is now running the Saturday *Atchison Champion*, in addition to his other Kansas paper. It consists of sixteen pages in the "magazine style."

* * *

No better stock is used on any paper arriving at this office than that on which the Media (Pa.) *Ledger* is printed.

* * *

A number of papers sent for comparison and criticism will have to go over until next month on account of arriving too late. They will receive attention in the October number.

FURNITURE.

I have just received a big stock of

Spring Goods

A MAMMOTH STOCK OF FURNITURE

Chamber Suits. Dining Tables,

Chairs. Rockers, China Closets,

Kitchen Cabinets, Safes, Etc.

C. E. PERRY,

No. 110 South Hickford Ave. EL RENO, O. T.

UNDERTAKER.

GOOD DISPLAY.

Reduced reproduction of a double-column ad from the El Reno (O. T.) Democrat.

exceptionally successful, picturesque scenes among the hills and valleys of Kansas, attractive country homes, fine cattle; in fact, any kind of a Kansas picture that will interest the great army of *Mail and Breeze* readers.

* * *

A woman's department in a weekly is a good feature. Get the photos of half a dozen of the young ladies of the neighborhood and have a halftone made—for instance, high school graduates. Put them on the woman's page; let some fashion plates appear also. A large number of papers are paying special attention to this form of gaining friends.

* * *

The following interesting item is taken from the Hinsdale (Ill.) *Doings*, and makes one wonder what a good many of the papers of today will look like fifty years from now:

Mrs. Chapman received from her sister, Mrs. Hannah Honeywell, of Meadville, Pa., the other day, a copy of a paper which she had mailed to her nearly half a century since. Mrs. Honeywell discovered the same while ransacking some old papers, and returned it to recall to the original owner old days in Terre Haute. It is a well preserved copy of the *Prairie City*, one of Terra Haute's early weeklies, dated August 5, 1851, and its four pages, 14x20 inches, are filled with much interesting matter.

News did not predominate. The first page contains general miscellany, as does much of the last. Two columns are devoted to poetry, and the inner pages tell the week's local history. Bloomers evidently created the sensation of the day, for the reporter says: "The churches of Cleveland were alive with



CIRCULATION Department

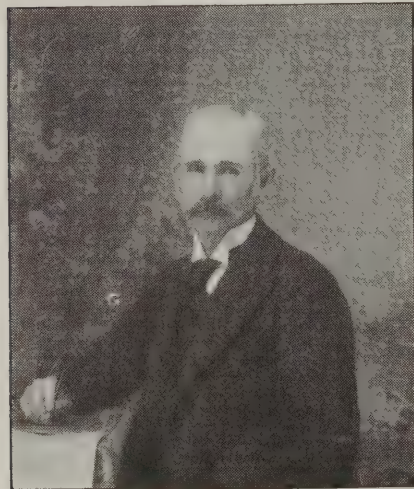


This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

SUCCESSFUL HANDLING OF A VOTING CONTEST.

By request the editor of the *Madelia, Minn., Messenger* writes for the *NATIONAL PRINTER-JOURNALIST* the following letter, describing the way he managed a voting contest to increase the circulation of his paper:

What I shall say regarding a voting contest will be from the standpoint of a country weekly published in a town of 2,000 or less. I will first give the plan followed in my recent contest and later some general suggestions and plans. The *Messenger* is a six-column quarto, all home print paper. Subscription price \$1.50 per year, with a discount of 50 cents when a full year is paid in advance.



W. R. ESTES,
Editor of the *Madelia, Minn., Messenger*.

Madelia is a village of 1,400 people, not a county seat, and situated in the corner of the county, so that much of its subscription patronage must come from three counties. My original offer was a gold watch, a folding camera and a kodak for each of

the three unmarried ladies over fifteen years of age receiving the first, second and third largest number of votes as the most popular young lady reader of the *Madelia Messenger*. A coupon good for one vote was published in each paper—the contest opened April 1 and closed at midnight of June 30. Every delinquent, paying one year of his delinquency, was given a coupon entitling him to twenty votes. Every year paid in advance (new or old subscribers) entitled the subscriber to fifty votes. This was the general plan. There were twenty-five young ladies voted for, but six of the twenty-five received as many as 1,000 votes, and only four remained in to the finish, 33,116 votes were cast, the four leaders receiving 6,862, 6,278, 6,088 and 5,645 respectively.

Seeing the contest was a success and that four young ladies remained to the finish, I concluded to add a fourth prize, and the only equitable way to do it was to put in another watch, better than the one promised, so there were two watches and two cameras. The contest left the *Messenger* list with an addition of several hundred new subscribers and most of the old subscribers paid from one to five years in advance. Perfect satisfaction on the part of all contestants and subscribers prevailed. And the advertising and prestige that the paper gained is worth more than all the new subscribers or cash receipts.

Briefly this is the outside history of the *Messenger* contest. Much of the inside could not be written. No one must imagine that they can jump in on the above plan and have a successful contest without previously organizing their campaign. The impression will prevail that a "country girl" has no chance against a "town girl." To meet this a sufficient number of town girls should be induced to enter the contest to show that the town vote will be divided; then as many country localities as possible should have a representative—the two first prizes in my contest went to country girls. Churches or secret orders might be made use of, but I did not use such means and doubt the advisa-

bility of so doing, as it would be liable to make a bitter contest that would leave some sore spots. This should be avoided above all things. As many young ladies should be interested before the contest opens as is possible, and get the voting started at an early date. Upon the standing of the paper in the community, the ability of the manager to organize, the manifest fairness and the liberality of the offer largely depends the success of the scheme, and yet after it is fairly launched it must be carefully watched and cultivated.

Experience has suggested many other plans. Some of them may be much better and some not so good. One is that a vote be given for every cent (or every ten cents) paid on subscription, whether in arrears or advance, and in addition thereto 50 votes for every new subscriber who pays a year in advance. Again, if the vote is for a lady teacher, combine with it a prize for a country school district and the most popular pupil, giving the same number of votes for each, thus making it possible for a teacher to combine with a district and also with a pupil and secure an additional number of workers.

Absolute fairness and impartiality are among the essentials in a successful contest. One must not expect everyone to jump at the chance of entering the contest. Not one young lady out of twenty will be found to possess the tact and courage to carry a contest of this kind through, and for this reason the manager must be a first-class organizer, he must see each of the ladies often to encourage them and to make such suggestions as will enable them to do the best work. This can be done without jealousy if judiciously conducted. New points and new difficulties are continually coming to the surface, and tact and good management are necessary to meet them as they appear.

I would be slow to recommend a contest, knowing the difficulties to be overcome as I do, and I am satisfied many would make total failures of it for lack of both energy and organizing ability.

W. R. ESTES.

THE DUTIES OF A CIRCULATION MANAGER.

(From a paper by H. J. Fitzhardinge Berkeley, Chicago Inter Ocean.)*

The duties are far too numerous to mention, so I have endeavored, while at times apparently deviating from my topic, to semi-cover a few points: That he read his paper carefully; be always on hand; get circulation; always keep himself cool and collected; be firm, fair and fearless in his administration; quick to think, slow to act, remembering that any definite action he takes must do either good or harm. Action of all sort can have only two effects—good or evil. Sooner than do something that he is not positively sure will be a success, he had better wait and do nothing, for his action must be either beneficial or detrimental. It cannot be neutral.

1. Handling of accounts and delinquents.
2. Treatment of employees.
3. Routing.
4. Increasing centers of distribution.



H. J. BERKELEY,
Circulation Manager, *Inter-Ocean*, Chicago.*

*Read at Annual Convention of Newspaper Circulators.

CAREFUL BOOKKEEPING IS IMPORTANT.

First, then, the handling of accounts. We here face a proposition that in itself a book could be written on. We are not only to study the most perfect system of bookkeeping, but the most accurate system consistent with being in a position to increase or decrease our agent's orders at a few minutes' notice, so as to avoid heavy returns, or, where no returns are allowed, heavy losses to newsdealers. (I am no believer in holding up a newsdealer for papers we know he cannot sell, so as to swell his account. I believe, rather, he will appreciate anything we can save him, and doubly repay us in the future for any such consideration.) To return, then, we must have a system of bookkeeping that in addition to being accurate permits of our adding to or subtracting from the dealer's order at a moment's notice. After trying various systems, I am forced to the conclusion that nothing equals for a metropolitan daily what is known as the "blotter" system.

DETAILS OF AN EXCELLENT SYSTEM.

For the benefit of those who do not know this system, I will endeavor to explain it briefly.

The galley, containing a list of newsdealers, is cut up and pasted down the edge of a broad book, with thirty-one spaces ruled for the thirty-one days of the month. (I am speaking now of a one edition morning paper.) The number of papers ordered by each dealer, daily or Sunday, is entered opposite his name. A duplicate pull of the same galley is affixed by means of the Dick machine to the wrappers, and wrappers are routed accordingly; before making up the bundles, however, these wrappers are checked with the "blotter," and thus any alterations are detected, and made on the inside of the wrappers from which figures the bundles are made up.

Thus, you will observe, your wrappers are checked from the "blotter," and your ledger posted from it, and your newsdealers' statements made up from your ledger. Thus you have practically a complete check, from your bundle to your newsdealers' statements, and absolute legal evidence of dispatch of papers, if needed, by producing as witnesses the men who checked the wrappers.

SYSTEM IN PRACTICAL OPERATION.

The figures on this "blotter" are extended every day, and in the case of an evening paper each morning for the several editions of the day, and thus any late alterations can be made on the "blotter" first, and then on the wrapper. In this manner every paper leaving your mailroom is bound to be charged accurately.

With a view to getting all bills out on the night of the last day of the month, one can total his "blotter" on about the 28th of each month, and make out his bills from it, counting as for the full thirty or thirty-one days, as the case may be; then, previous to mailing, run through the "blotter," and where changes have been made the last two days, add the amount to the bill. Post from the "blotter" to the ledger, and then check your bills again with ledger, and throw them into the mail. Thus we dispose of one of the most important duties of a circulation manager—accuracy and expedition in keeping and making statements.

MUST BE A GOOD CREDIT MAN.

Now as regards delinquents. The prompt mailing of statements, and the accuracy with which such statements are kept, will save us many delinquents. Many a man lays his account aside because of a discrepancy, feeling he has an excuse handy should the publisher "kick." Many more, however, become delinquent by not receiving their bills on time. At the first of the month the newsdealer is making his collections. Money is coming in, and if the circulation manager doesn't know it, the tobacco, cigar or candy man does, and is there on time for his money, and gets some of ours. If your dealer has already received his newspaper bill, he starts to be cautious, realizing his liability, and will make some provision for it, nine cases out of ten. But still, however accurate and prompt, we all have our delinquent lists, and the circulation manager's discretionary power is largely put to the test as to how to handle them.

TACT REQUIRED HERE, TOO.

You and I, gentlemen, are not in any ordinary sell-and-collect business. We have also our subscribers to study. A paper very strong from a circulation standpoint may be

wise in cutting off delinquents without exception on the 15th of the month; but I very much doubt the advisability of such a scheme, and am forced to believe such papers suffer in many instances, possibly without noticing it, by such treatment. By oversight, many a responsible person misses making his payment on time, and a second notification would bring a check by return mail. But cut him off once, and he has a sore spot for your paper, which you can scarcely blame him for. Put yourself in his place. The handling of the delinquents personally, then, let us consider another most important duty of a circulation manager, and a duty no ordinary manager can successfully accomplish.

STIMULATING EFFORTS OF EMPLOYEES.

Secondly, let me touch briefly on the treatment of employees. I mention this among the duties of a circulation manager, because I consider much depends on the treatment as to the class of help one secures and keeps permanently. On a good class of men depends a good class of business, and a good class of business makes a successful circulation manager.

Our road men have many obstacles to meet, and acting as our eyes on the spot can act for us as we could never act for ourselves, in thousands and thousands of instances, with better judgment than we ourselves could, provided you give them your confidence, and let them feel the office will surely uphold them in any action they may take.

Such men as can not be absolutely trusted should not be kept in our employ, but such as are kept should be treated like men, encouraged in their suggestions, guided over their weaknesses, and thus taught by firm but skillful and fair handling to work for the manager as though their interests were his, and his, theirs. Harmony and loyalty on the part of our force are two great essentials, and fair and courteous treatment will alone merit and secure these qualifications.

TO KNOW DISTRIBUTION FACILITIES.

Thirdly, let me make a remark in passing on the circulation manager's duty as a router. I have come to the conclusion that on all large metropolitan dailies, with large grand trunk connections the services of one man are well employed doing nothing or little else than watching the various railroad changes on freight and passenger service, and even street car connections with mail trains, where such are practical. The R. M. S., while a wonderful help to us in the West, can often be shown a weak spot, and by showing them these weak spots occasionally, we keep them on their "p's and q's," and get the very best service procurable. Routing is not the proposition East that it is West. One man's time with us is devoted to the study of time tables, freight, mail, passenger, interior electric and other street car service. While the circulation manager cannot follow every detail, for lack of necessary time, he must familiarize himself in a general way with all important transfer points, and, using his road men as his informants, keep careful track of his "late" towns, and constantly "plug" for better transportation—by some, as yet undiscovered, means—until such is secured.

ALWAYS SEEKING ENLARGED SALES.

Fourthly, to continually increase centers of distribution is a great duty of the circulation manager. The easier you make it for the public to get your paper, the more papers you will dispose of. I should not have said the easier you make it for the public to get a paper; I should have said the harder you make it for them to avoid getting your paper, the more you will sell. Consequently, too much care and attention cannot be given to branch centers of distribution, particularly in densely-populated districts.

ONE OF THE FEW REALLY GOOD JOURNALS.

The NATIONAL PRINTER-JOURNALIST is a steadily improving and highly valuable publication. It is one of the few really good journals devoted to the printing trade and it is practicable, sensible and useful, as well as artistic.

There is less "jolly" and more business in it than is usual with journals of this class and there is no doubt but that it is read thoroughly by the trade.

It carries a good line of advertising, but not so much as its merits and circulation deserve.—*Current Advertiser, N. Y. City.*



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO

PARTICULAR attention of the readers of this department is called to the prize contest for a type design for a cover to be used on the January, 1901, issue of THE NATIONAL PRINTER-JOURNALIST. Fifty dollars in cash prizes will be divided as follows: First prize, \$20; second prize, \$15; third prize, \$10; fourth prize, \$5. The contest will close November 10, 1900, and the awards made and paid on or before December 20. Full particulars will be mailed on request. This is a splendid opportunity to gain an enviable reputation among the printers of the country and be well paid for the trouble and time expended. Sufficient time is given to allow for a favorable opportunity to come around in which the work may be done, and that the design may receive thought as well as labor, so there can be no excuse on the ground of being rushed; or the page may be set up in the spare time of the compositor. The judges will be three expert, practical printers. Sufficient replies have already been received to insure a keen contest, and the winner, therefore, will have all the more reason to be proud of his success. The limitations are so few that it practically gives the contestant full swing to follow his own inclinations and ideas of art in printing. This is intentional, as it is believed by this method the best results will be obtained and the designs be more varied. The one condition absolutely required is that the contestants must be regular subscribers to the NATIONAL PRINTER-JOURNALIST. A type design is the main feature. No engraving will be permitted except tint blocks, and these are not at all necessary, and will only be considered as part of the general effect of the design.

The New York branch of the A. D. Farmer & Son Type Founding Co. sends one of the latest specimen books of about 600 pages. The new features of the book consist of the comparison of body type faces, and also showing the nicks with which the various body letters are cast and an "information" page. The book contains many new faces of both body and job letter and borders, among which may be mentioned the Old Style No. 40, body series; Abbey Text Italic, Engraver's Title, the Chase borders and ornaments, etc. The Chicago branch of this type foundry sends a fine piece of printing in pamphlet form, showing late type faces and borders. Any printer who wishes to obtain some of the finest specimens of printing has merely to send his name and address to this firm—with the request that it be placed on the mailing list—and mention the fact that they obtained the information from the pages of the NATIONAL PRINTER-JOURNALIST. To be on the regular mailing list of such a firm as the A. D. Farmer Company is certainly worth the trouble of a letter and the price of a two-cent stamp. There is no better method than this of obtaining up-to-date ideas of type display.

"The Burial of the Apprentice" and other essays on present political and social problems is a recent addition to this class of books by Henry W. Cherouny, printed and published by the Cherouny Printing & Publishing Company, New York. These essays were written and published during the last five years and are now presented in book form. Mr. Cherouny is a well-known writer on trades union topics, particularly on matters connected with the printing business. He has had a lifelong experience, having worked as apprentice, journeyman and master, and the book is the result of careful study. The following short paragraph is

taken from page 167 of the book for the purpose of showing the general character of the contents of the work, and is particularly interesting at the present day on account of the attention the subject is receiving from many prominent printers in the United States. Some letters were printed last month, and more are to be found in this month's issue of the NATIONAL PRINTER-JOURNALIST. The paragraph referred to says: "If we concede that the main obstacle to the betterment of the printing trades is the inability of the International Typographical Union to equalize the cost of labor in every part of our country, then the question to be answered is, Shall we try to equalize the cost of labor by breaking up the unions, or shall we build them up and strengthen them to equalize wages?"

A simple, still very pleasing, business card comes from the Ketchum Printing Company, Sedro-Woolley, Wash.



A NEAT BUSINESS CARD SET ENTIRELY IN JENSON.
Slightly reduced from the original which was printed in red and black.

Red and black were the two colors used, and only one series of type—Jenson—was necessary for the neat and finished appearance of the job.

A fine piece of printing enchantingly arranged is the spring number of the *Book-Lover*, "a magazine of book lore, being a miscellany of curiously interesting and generally unknown facts about the world's literature and literary people, now newly arranged, with incidental divertisement, and all very delightful to read." It is a quarterly, published at 1203 Market Street, San Francisco, Cal.

"Don't wait until the cows come home"—go after them with a pull, is a good piece of advertising from the Carson-Harper Company, Denver, Col., and the card submitted by this firm—printed in red, black and yellow—is also very attractive.

A booklet from the Canadian Composing Company, Montreal, Canada, describing the Monoline composing machine, is nicely arranged, but the presswork could have been improved. The make-ready of the halftones was slighted. From the standpoint of an advertiser, the booklet must have been of great value, as it is arranged in a most convincing manner.

George H. Benedict & Co., Clark Street, Chicago, are sending out a booklet in oriental guise—or disguise—showing different specimens of engraving produced by this firm. Of



Don't wait until the cows come home—go after them.

course, the presswork is faultless, and heavy enamel stock is used, the result being a fine product of printing and illustrating. The cover design is very rich and harmonious. The work is from the press of the Henry O. Shepard Co., Chicago.

Brown, green and red ink used on orange colored paper produces a striking effect on a letter head sent from the

announcing the fact that Mr. Edward Everett Winchell has assumed the position of Art Director of this company. Mr. Winchell is well known to lovers of art in printing, and his studio and offices will be in the tower of the Madison Square Garden, where the prize fights come from. The circular—like everything else from "The Complete Press"—is very neat, and tells the story in a brief and business-like manner. It shows a picture of the tower.

The Blue Book's Verdict.
The following is a photo-engraving of a column in that exclusive newspaper directory, the "Newspaper Blue Book," which rates this paper among the best 100 weeklies in Ohio.

Cedarville, Herald
Celina, Democrat
Chardon, Republican
Chicago, Times

Cedarville Herald

Best Advertising Medium in Greene County, Ohio

Karl Bull, Editor and Proprietor
Established 1877 All Home Print

CEDARVILLE OHIO

A LETTER HEAD SET IN BRADLEY.



Cedarville (Ohio) *Herald* office. It would have improved the job to have alternated the brown and green, instead of having all brown at the top and all green at the bottom. It is a creditable piece of work.

An attractive piece of advertising, in the shape of a folder, comes from the Croke Printing Co., Boston; it is done in colors and some of it is embossed in bronze. Harmony and good taste is shown in its production, while the advertising matter is brief and pointed. "Particular printers for particular people" is the claim they make, and this sample is certainly a good example.

George Seton Thompson, with the A. T. H. Brower Co., Dearborn Street, Chicago, is responsible for some first-class advertising blotters, and he claims that blotters are a pay-

The Cincinnati *Enquirer* sends a pamphlet describing the leading industries of Cincinnati, compiled from the columns of that paper. In speaking of the printing business the following table is given:

A TABLE OF COMPARISONS.

Cities—	No.	Capital.	Employees.	Value of Product.
New York	658	\$13,577,781	11,976	\$19,894,757
Chicago	328	8,138,228	7,103	14,030,378
Philadelphia	338	10,989,436	5,649	11,347,340
Boston	217	3,441,456	2,965	5,487,739
Cincinnati	110	2,029,373	1,605	3,934,846
Washington	51	1,200,579	3,099	3,914,547
St. Louis	105	2,816,775	2,693	3,894,990

In the entire United States, according to the census returns, there were, in 1890, 4,098 printing and publishing concerns, book and job, employing capital amounting to \$67,146,445, employees to the number of 58,139, or an average of 31 to a concern. These concerns having an output of \$93,540,831, or an average of \$31,527 to a concern.

The Cat Came Back

Evidently it was well treated and well cared for, and *was wise enough to know it*. Just so with our customers. They all come back—and keep coming—because they receive Prompt Service, Good Work, Fair Prices and COURTEOUS TREATMENT. A telephone call or postal will bring our representative.

A. T. H. Brower Co. Printers

358 DEARBORN ST. CHICAGO

1900		MARCH					1900
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.	
::	::	::	::	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
::	::	::	::	::	::	::	

PHONE HARRISON 38

AN UP-TO-DATE BLOTTER.

ing investment. A batch has been submitted to this department, all showing uniform excellence, good taste and an appreciation of the eternal fitness of things.

From the Matthews-Northrup Company, Buffalo, N. Y., comes a circular beautifully printed on deckle-edge paper

Figures, as a rule, are not very interesting reading matter, but as the new census returns will soon be out, these are interesting to printers for comparison.

Several interesting specimens sent for criticism arrived too late to appear in this month's issue.

The Proofsheets.

PRACTICAL QUESTIONS IN PROOFREADING.



At the August meeting of the Chicago Society of Proofreaders the following questions were discussed:

Should a collective noun always take a singular verb?

What is the proper division of England and English?

Prof. Samuel Willard, A. M., M. D., LL. D., who is an honorary member of the Society, sent in the following contribution to the discussion:

Should a collective noun always take a singular verb?

All proper grammatical distinctions have reference to some difference of use of words. Thus we should not make the distinction between singular and plural nouns but for the fact that pronouns and verbs that refer to singular nouns must be different from those that refer to plural nouns. If, then, there is any ground for the distinguishing of collective nouns from others, there must be some difference of use and usage. The appeal lies to the best writers of English. There is no question as to their usage; it is their habit to use collectives with either singular or plural verbs according to the predominance of the idea of unity or of severalty in the thought of the speaker. I say, "The committee has met"; I put forward in thought the unity of that body. I say, "The committee examine sundry plans"; so saying, I think and cause my hearers to think of the individuals that compose the committee and of their separate action. We find the same usage in Greek and Latin. Virgil says, "*Juventus circumfusa ruit, certantque*"; this is in English: The youth *rushes scattering* and *fight*: that is, the body of young men. Livy says: "*Omnis multitudo abeunt*"; all the crowd depart. We find the same in French. Littré says: "*Une multitude de sentinelles a infeste les campagnes*," and again, "*une multitude de sentinelles ont infeste les campagnes*"; that is, a multitude of pickets has swarmed over the plains—or have swarmed, etc. Similar examples are found in Voltaire, in Racine, Fenelon and other great French authors.

It is well to notice at the same time the opposite and rarer use of two nouns united by *and*, but treated as singular and put with a singular verb. "Bread and milk is good food for children"; this does not mean that bread is good and milk is good, but that the combination is good. "Meat and potato make hash"; not that meat makes hash and potato makes hash, but the union of the two makes that much depreciated compound. This usage is more frequent in German than in English. "*Liebe und Gute macht die Erde zum Himmel*,"—Love and goodness turns Earth into Heaven—is good German.

England or Eng-land, English or Eng-lish—this presents a real difficulty, because En without g does not suggest ing, and lish without the g does represent glish; hence neither division really represents the pronunciation. As punctuists are agreed that, in general, pronunciation should determine division, the question becomes this: which division best suggests to the reader the pronunciation? To me the division on En seems best, but it is very doubtful. The best of all ways is to evade the dilemma, space out the line and make no division.

Mr. Henry R. Boss read the following:

Our stylebook says, under the head of "Division of Words": "Follow the American rule of dividing words at the end of the line according to pronunciation rather than the British rule of dividing on the vowel or to show derivation. . . . There are frequent instances where a particular division of a word will aid the reader in its pronunciation at first sight, obviating a faltering or repetition."

Wilson's "Treatise on English Punctuation" says: "The hyphen is used between the syllables of a word to exhibit, as accurately as possible, its true pronunciation; no regard being paid to the mode in which it has been formed or derived." This rule, he says, "is adopted by American printers."

Fowler's English Grammar says: "The etymological principle is of very extensive application, and yet, in set-

ting the comparative value of the two principles in particular cases, the phonetical principle prevails over it: as, ortho-graphy, epi-phany, writ-ter, pref-ace, instead of orthography, epi-phany, pre-face."

Dr. Lowth's Grammar, as quoted by Gould Brown, says: "The best and easiest rule for dividing the syllables in spelling is to divide them as they are naturally divided in a right pronunciation, without regard to the derivation of words or the possible combination of consonants at the beginning of a syllable."

Gould Brown's "Grammar of English Grammars" says: "Thru the influence of books in which the words are divided according to their sounds, the pronunciation of the language is daily becoming more and more uniform; and it may perhaps be reasonably hoped that the general adoption of this method of syllabication, and a proper exposition of the occasional errors of ignorance, will one day obviate entirely the objection arising from the instability of the principle."

Wilson's "Essay on Grammar," quoted by Gould Brown, says: "The divisions of the letters into syllables should, unquestionably, be the same in written as in spoken language; otherwise the learner is misguided and seduced by false representation into injurious errors."

The four great dictionaries—the Century, the Standard, Webster's International and Worcester's—divide the word Eng-lish on the g, but, without an exception, they mark its pronunciation as Ing-glish, giving the nasal sound of ng to the n. Webster's Unabridged, the predecessor of the International, made the division on the n. The division on the g, as given by the dictionaries, is no doubt made "in accordance with usage" (and I must confess that Eng- is the more frequent, though by no means universal, practice), without regard to correctness, as is sometimes confessedly done by the dictionary-makers. We divide lan(g)guage and other similar words on the n; and, the rule being well settled that we shall divide our words according to their pronunciation, why make exceptions of England and English? The hyphen, as well as other marks, ought to be a "help to reading."

The claim is made that the division on the g retains or shows the derivation of the name England—from Eng's Land or Angles' Land. I can not see any force in this argument; for very few of the ordinary readers would recognize, or care to recognize, the derivation. There are many cases in which divisions according to the derivation are preferable, as gentle-man, proof-reader, horse-man, etc.; but these coincide with the pronunciation and do not cause a "faltering or repetition" in reading.

I am strenuous in the opinion that the proper division of Eng-land and Eng-lish is on the n, as here written; and I hope that this Society will agree to this, regardless of the dicta of dictionary-makers.

The questions evoked considerable discussion and was participated in by most of the members and by Prof. Elias Colbert, who contributed much to the interest of the "talk" and afforded much valuable information.

A VALUABLE AID TO COUNTRY PRINTERS.

PUBLICITY and More Work is a new department just added to that always up-to-date publication, the PRINTER-JOURNALIST. As it is designed to demonstrate the value of advertising and job printing to the people of small towns and tells the country publisher and printer just how to interest the community in which he lives in such matters, this department cannot fail to be of great benefit to JOURNALIST subscribers. Publishers and printers who are not already receiving the PRINTER-JOURNALIST should send to the office of publication, 334 Dearborn street, Chicago, for sample copy.—Monterey (Cal.) Cypress.

* * *

"Publicity and More Work" is the name of a new feature recently added to that already valuable magazine, the NATIONAL PRINTER-JOURNALIST. This department shows how the above can be accomplished, by giving samples of printed matter, suggestions, etc. It will pay any publisher who is not already a reader of this publication to subscribe at once.—*Newspaper Talk*.



By WILL OWEN JONES, Lincoln, Neb.

REQUISITES OF HIGH ATTAINMENT AS AN EDITOR.



RECENTLY Chicago buried one of its ablest editors, a native Chicagoan, educated in its schools, one of the city's volunteers in the war for the preservation of the Union, a man who, after serving his country in war, returned to his home and entered upon a newspaper career, beginning humbly and working his way to the head of the profession—Martin J. Russell, editor at the time of his death of the Chicago *Daily Chronicle*. Rev. Daniel J. Riordan, who had been a schoolmate of the deceased, in the funeral at the burial of his lifelong friend, sketched as following the high qualifications possessed by Mr. Russell that placed him in the front rank of journalists:

"A clear, logical and richly stored mind, a keen sense of wit and humor which made him the best of companions, a forcible style, a readiness of retort, a faculty of getting at the news and a quick discernment of the grave issues involved in the political issues, these, together with an indomitable energy and a rare courage of his convictions, were his equipment for the position of editor of a great city newspaper. I believe he wrote as he felt, with severity at times if you will, with bitter denunciation of vicious measures and yet with certain allowances for the idiosyncrasies and frailties of the individuals who supported them.

"A man is not entirely born until he dies," has said Franklin, and it is true; the real life, the great life, begins when we die. Yet this great life, this most mysterious but most real life, follows the present life and is dependent upon it. Yes, I repeat, the great life is dependent upon this life, not the bare existence in eternity, but the manner of life. Here we weave our destiny for eternity. While others have spoken at length upon what I have but faintly touched upon, the brilliant parts in the life of our dear friend, let me briefly dwell upon something higher and nobler. Goodness is better than greatness. The moral qualities are better than the highest intellectual gifts.

"Mr. Russell was a good citizen and an upright man. He had at heart the welfare of his country. Patriotism was a part of his religion. Religion inculcates a love of country. It is a part of the duty we owe to God. Its laws are sacred and we must respect and obey them. Respect for authority and obedience to the laws of our country are religious obligations and constitute the highest form of patriotism. For the great majority this virtue is not put to a severe test, but with many it is so.

"While there may be exaggeration in reports that reach us of the base conduct of public officials, yet it can not be doubted that a sense of honesty which governs many in their relations to individuals is weak and wanting in regard to the public at large. Dishonesty is the predominant sin of our age. So great is the corruption that a public official from the moment he enters upon the duties of his position is exposed to a real danger. The danger may not be of his own choosing. It is thrust upon him. The bribe-giver infests the public offices of our country. Mr. Russell was a conspicuous example of a scrupulous integrity in the management of the public offices which he was called upon to fill. Public office was with him a public trust for which he was answerable to his country and to his God, by whom he is judged.

"He did not regard it as a sinecure, did not trust to others to do the work which he could do himself. He took a personal interest in it, felt the responsibility, saw that the work was done. Unsparing of himself, he was reasonably exacting of others under him, and as a consequence the spirit and letter of the law creating the office was fulfilled."

INTERVIEWED THOUGH REFUSING.

HENRY WATTERSON recently refused to be interviewed. However, the reporter got a pretty good talk on interviewing from the famous editor, who, to that extent, refusing, still assented. Among other things Mr. Waterson said:

"I abominate an interview and in the conduct of my own paper, the *Courier-Journal*, I have discouraged the practice. Not one man in 1,000 is worth interviewing. It is, I consider, an unfair proposition. When at home I express my opinions in the *Courier-Journal* every day. It is the only vehicle I care to employ. There I know I will be correctly printed.

"Whenever I write a leader I revise the manuscript most carefully. Then it is sent to the printer and in due time I get a proof. I again read it and revise it carefully, place my O. K. on it and retire satisfied that my thoughts will be correctly stated. When a man is interviewed he has no guarantee that he will be quoted correctly. Very often the impressions of the interviewer, gleaned from a hurried discussion or from imperfectly recorded notes, are given as the thoughts of the interviewed. I do not believe in having my opinions related second hand.

"If I should consent to an interview it would entail editorial work upon me. I should deem it my duty to write the answer to every question propounded in order to make myself clear. This I do not propose to do. As I have said, it would be unfair to me. Beside, the people are not directly interested in me, but if there was one important item of news I could give I believe I would consent. As it is, my views on all public questions have been fully ventilated in my paper and I know of no good reason why I should depart from my established rule."

"But you can give at least one important item of news," it was suggested.

"What is it?"

"Your position in regard to the platform adopted by the Democratic convention at Kansas City. Are you in accord with it?"

DECLINES TO STATE HIS POSITION.

"You might as well ask me if I believe all I read in the Scriptures. The question is too broad for me to answer in an off-hand way. I really must decline to be interviewed. You can readily see that it would place me in an awkward position. To properly answer your question would require time. It could not be encompassed in a stick or two, nor in a column. For six months or more I have been working hard. I have discussed during that time every political question of importance in the editorial columns of the *Courier-Journal*. You have my permission to take any *Courier-Journal* you can find and from it clip any editorial bearing on the subjects you desire me to discuss. Preface it with the proper question and print the matter as an expression of my views and I will stand for it, for it will be correct. But, my mission to the West, as I have stated, is of a literary character, and I must beg to be excused from putting on my editorial harness."

The veteran journalist also declined to discuss the political situation in Kentucky. "Everything is quiet there now," he said.

"Governor Beckham in his speech before the Kansas City convention predicted that Kentucky would give an old time Democratic majority. Do you coincide with that view?" he was asked.

"It is very hard to determine how an election will result," was the non-committal reply.

The colonel will not, aside from his editorial duties, take a very active part in the campaign.

Caslon Old Style



Caslon Letter Foundry.

TELEGRAMS - CASLON, LONDON -
TELEPHONE NO. 315

22, CHISWELL STREET, E.C.,

London, Jan. 30, 1899.

The Inland Type Foundry,
St. Louis.

Gentlemen:

We have much pleasure in supplying you with a complete series of the celebrated founts engraved by the founder of our house,-- William Caslon, the first English typefounder of types of English origin,--with authority to supply them in America.

We note with some chagrin that these beautiful founts have been closely imitated--pirated, in fact--by electrotyping our types, without our knowledge or consent, by some founders in the U. S. A., and specimens of these founts are given prominence in their books. You will have the satisfaction of knowing that your house is the only one in America that has purchased the right to cast these founts from us, and that has been supplied with absolutely correct and complete originals for the purpose. We are

Yours faithfully,

W. H. Caslon & Co

The Original Face, made only by the

Inland Type Foundry

SAINT LOUIS, U. S. A.

Caslon Old Style

4a 3A 72-POINT CASLON OLD STYLE \$15.00
DIME Cash 2

5a 3A 54-POINT CASLON OLD STYLE \$9.00
FORM Grand 18

6a 3A 42-POINT CASLON OLD STYLE \$6.00
MODERN Designs \$6

6a 4A 36-POINT CASLON OLD STYLE \$5.00
STANDARD LINING 12

9a 4A 30-POINT CASLON OLD STYLE \$4.30
PRACTICAL Demonstration 8

12a 5A 24-POINT CASLON OLD STYLE \$3.50
UNIFORMLY
Cast and Shipped 7

20a 9A 18-POINT CASLON OLD STYLE \$3.20
ELEGANT MODEL
Finish Chaste Designs 27

20a 10A 16-POINT CASLON OLD STYLE \$3.20
UNIFORM LINING
Desirable Feature Used 15

30a 14A 12-POINT CASLON OLD STYLE \$2.80
ENHANCE USEFULNESS
Our Methods of Casting Type \$125

42a 16A 10-POINT CASLON OLD STYLE \$2.50
PRACTICAL PRINTERS WORK
To Please an Ever Appreciative Clientage \$639
Through the Medium of Standard Line

44a 16A 8-POINT CASLON OLD STYLE \$2.25
PLAIN AND ORNAMENTAL VARIETIES
Large Assortment of Faces Made on Standard Line 174
Always Setting the Pace for Our Competitors

50a 20A 6-POINT CASLON OLD STYLE \$2.00
ALL THESE INNOVATIONS ARE OF PRICELESS VALUE
Traditional Conservatism of the Craft Swept Away by Our Improvements
All Well Pleased With the Modernized System of Lining 37

The 14- and 20-Point sizes are now in preparation and will be ready in a few weeks.

The 7-, 9- and 11-Point sizes are also made, but are sold in weight fonts only. These sizes, as well as all the others from 6- to 16-Point inclusive, are sold in weight fonts of twenty-five pounds or multiples thereof at regular body-letter prices. The Italic is ready for all the smaller sizes and the larger sizes are in preparation.

Made only by the INLAND TYPE FOUNDRY, Saint Louis, Mo

HHHHHHHHHHHHHHHH
HHHHHHHHHHHHHHHH



The Book-Maker.



By GLUTINATOR.

New pamphlet and book cover designs, contributions, and queries are solicited for this department.

Bookbinding is to be taught as an art. The establishing of a school came through the awakening of an interest by the exhibition in New York last spring of the works of the Evelyn Nordhoff Bindery. The *Times* of that city, speaking at length and interestingly on the subject, gives many items that will be of interest to all binders as well as to all lovers of handsome book covers:

To many people bookbinding seems more of a trade than an art, or if they become interested they feel that the work is too complicated to undertake. To do fine handwork in bookbinding simple and comparatively inexpensive implements are required, and an outfit can be accommodated in a small room in a private house. There is only one pupil at the Nordhoff Bindery who is taking up the work as a profession.

The manager of the school is Miss Florence Foote, who was associated with Miss Nordhoff, and who has done some

student pledges herself in beginning to complete the full course. So far the enthusiasm the work awakens has been such that the students devote more time to it than is required. They reach the bindery at 8 o'clock in the morning, bring their luncheons, remain all day and are disconsolate when Saturday and Sunday intervene.

The regular course is to be lengthened as soon as practicable. A full year is the term in Sanderson's bookbindery in England. Many of the students at the bindery will continue for a second season.

"The great beauty of bookbinding," says Miss Foote, "is that there is constant progress in it. One may go on indefinitely, always improving. The finisher at Sanderson's has been working in his branch of the art for twenty-seven years and has acquired a wonderful degree of skill.

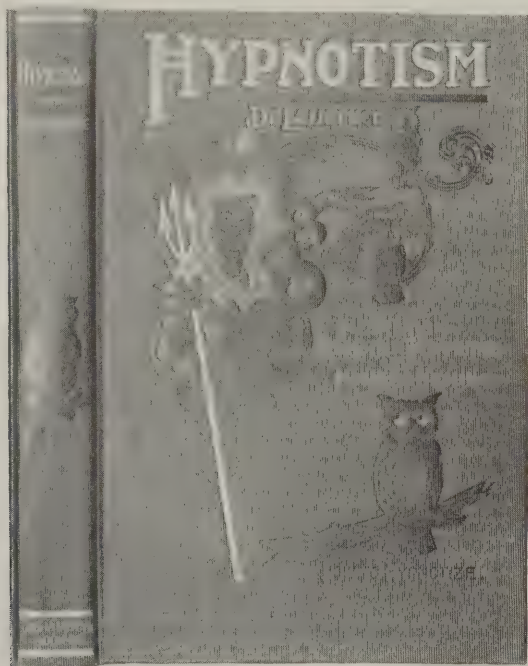
"Bookbinding requires a certain mechanical ability. One must have a good eye and infinite patience. If there are an artistic ability and knowledge of art so much the better. Women are deft with their hands and they improve wonderfully with practice. The work takes some strength and develops the muscles. It has not surprised me that there has been so much enthusiastic interest in the work, for I saw what there was in it when I first went to Miss Nordhoff."

The expense of binding a really beautiful book is small. The expense of a handbound book is in the labor and skill, which can be employed to almost any extent. The actual cost Miss Foote estimates at about \$1. The book itself requires the greatest outlay. A volume of poems could be bought in a good edition for 75 cents. A brown calfskin would cost \$4.50, and this would be large enough to bind several books in full or half leather. There would be a little paper for the outside, if it was half-leather binding, and for the inside in any case, a skein of silk for sewing at a cent or two, and another item so small that it is hard to calculate.

The cost of a bookbinding outfit with which the amateur bookbinder can work at home would be \$75. This includes a plow and press, a sewing frame, gouges, letters for tooling and patterns, a roulette for straight lines, etc. The outfit can be increased to almost any extent by increasing the varieties of patterns and letters. Three of the pupils of the school already have their own sewing frames, and another a plow and press, which enable them to work at home. Others will have their own outfits. Those who take up the work for a second year will devote themselves almost entirely to tooling, designing and putting on gold.

"Can I put it to the test?" a man who knows books asked, taking up a book bound by Miss Foote. He opened it, turned back the covers until the edges met, and held the book hanging between his thumb and fingers. The covers went back easily and softly; there was no sound of cracking. The volume had stood the test. When a book is completed it is opened in the center and the careful binder takes it leaf by leaf and spreads it out softly from the center, going through the whole book, pressing each leaf separately with the hands.

Nothing is bound at the bindery for less than \$5, and another year the prices will probably be higher. There is an increasing appreciation of the practical value as well as the beauty of a hand-bound book. There are many old books, treasures to their owners, which are brought in worn out and have to be patched and mended before they can be put in covers. Others are brought in to be bound because a hand binding is much more serviceable for a book which is to receive hard wear. A physician who has books



The above book cover is from the Alhambra Book Company, Chicago. The design is on red cloth with gold and yellow lettering and black outline, making a very striking cover. We have received several good covers from this Company but space prevents us from reproducing more than one of them.

fine work in binding. The enthusiasm of the students in bookbinding, she says, is beautiful. The regular term of work is seven months, and in that time the student binds entirely six books in half and six in full leather, doing every part of the work, from the pulling to pieces and removal of the old binding.

The work is exacting. One branch must follow the other consecutively and without intermission, and the

which he is using constantly has them bound in plain full leather bindings, with blank pages inserted for notes.

It was Miss Nordhoff's idea to have a school of industrial arts for women, and her wish is to be carried out as soon as possible by the Evelyn Hunter Nordhoff Association, which is in charge of the bindery and school. Beaten leather work has already been introduced and another branch will be added another year, and the work will be developed in this way.

* * *

In remarking on Theo. L. Devinne's new book, "Plain Printing Types," the Springfield (Mass.) Republican has the following as to the renaissance in the art of book-making:

"Already better ideas are in circulation as to what constitutes the best art, in paper, types, and binding. The professional printer is like other craftsmen; he likes to refine, and generation by generation he gets further away from that happy union of boldness and simplicity which makes satisfying work. A printer perhaps should not learn his trade in the printing-shop alone, for fear his taste may be corrupted by time-worn conventionalities. To get a true conception of typographical art he should study other art as well, and especially should he study the work of skilled calligraphers, as shown in the finest specimens of old manuscripts. Nor should he neglect the masterpieces of early printing, for here he may find the corrective for the commonplace correctness and finicky regularity of modern types.

It often happens that professional standards are at variance with those of the best taste. Thus, until lately teachers of penmanship have been apt to teach a system involving hair-lines alternating with dazzling blobs of ink, which to their eyes represented the ne plus ultra of the penman's art. Nor is the printer always to be trusted, in spite of his years of technical education. He loves too well to display all the resources of his shop, and the injunction to produce something "neat and plain" often stimulates him to cover booklet or prospectus or programme with elegant and inappropriate ready-made ornaments. But not the least injury that the professional printer has wrought to bookmaking is the development of a weak and over-refined style of type, which is as inferior to some of the bolder and plainer types of earlier days as "Spencerian" handwriting is to any simple and human-looking handwriting.

The end sought was elegance, but the ideal was wrong, and would have been impossible if a broader art knowledge had come in as corrective. Elderly people with failing eyesight are specially troubled by thin and weak type.

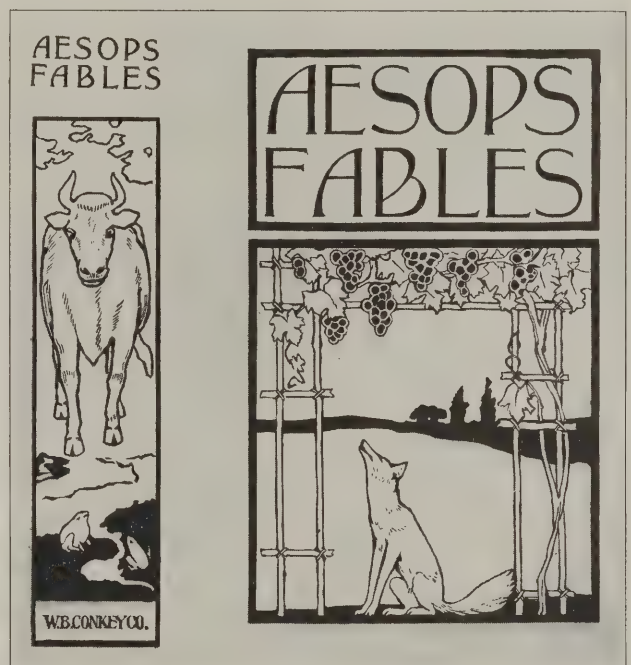
It remained for an artist like William Morris, a student of handicrafts, to reveal the polished weakness and effeminacy of modern typography by the noble Jenson type, which he revived, and by the other quaint and artistic types used in the beautifully printed books of the Kelmscott press. His type is exaggerated for ordinary purposes, but not as a standard on which to mold taste. Of late years a number of printers have used solid and legible types, with excellent effect. Messrs. Houghton, Mifflin & Co., after no little trouble, succeeded in getting made a very pleasing and legible round type, not different enough from ordinary styles to excite remark, and yet a distinct advance. It need hardly be said that Mr. DeVinne is an advocate of typographical reform—he gave some years ago an account of the new Century type of the DeVinne press, used in the new Century magazine, a type which has the merit of plainness, but is perhaps a thought too stodgy to be called beautiful.

One of the most marked influences in the improvement of recent bookmaking has been the work of some young and enterprising publishers who came to their work full of esthetic ideas, and without the fixed conventions of the printing shop. The former firm of Stone & Kimball led the way with their dainty little Chap-Book, now discontinued, in which the bold round Jenson type was used in an attractive fashion. They also did much to revolutionize other details of bookmaking, introducing light, rough paper, in place of the heavy, shiny, clay-saturated paper to which the reading public had been accustomed. In bookbinding, also, they exerted some influence, although their styles were often too extreme and fantastic to be in good taste. The prodding of the younger men set some

of the older publishing houses to thinking, and a good many books have recently appeared that are delightful to read and to handle. The Scribners, for instance, have issued some really beautiful books, like "The Greater Inclination," "The Touchstone," "Worldly Ways and Byways," and "The Monk and the Dancer." Little, Brown & Co. have published some handsome books, too, in a quite different style. Lady Randolph Churchill's Anglo-Saxon Review, which costs \$24 a year, is too expensive to come into general circulation, but, like the Kelmscott books, can hardly fail to exert a strong influence indirectly.

* * *

There is evidence on every hand of the revival of book-binding as a fine art. One of the largest publishers of books of Pittsburg is quoted by the *Post* of that city as saying that many of his special editions are now bound for him by young women who were permitted to develop their own ideas. It is profitable work for them, and the results are novel. For instance, half a dozen young women will each take 15 or 20 sets of some book worthy of special treatment



The above cover page design is from the W. B. Conkey Company, Chicago. It is up-to-date in every respect and artistic enough to catch the eye. The color scheme is old gold, red, and blue on green cloth. The lettering and background is gold, the figures in red, and lined in blue.

and bind them according to their own tastes. When finished the volume sells for \$15 or \$20. This farming out of books to different binders and permitting them to use their ingenuity in designing covers is comparatively new. One of its advantages is the fact that a purchaser of a handsome special edition may be assured that only a limited number of duplicates of it have been issued.

* * *

Bloomington, Ill., has a new book bindery, owned and managed by Oscar Crimens.

THE BEST WAY TO ADVERTISE.

The best evidence that newspaper advertising pays is the fact that men who go about it in the right way continue to use it.—*Ad-Age*.

* * *

There are plenty of ways to advertise successfully; the newspaper is to advertising what the express train is to transportation—it is the quickest.—*White's Sayings*.



The PRESS ROOM



By DIDOT CLYMER KÖNIG.

COMMUNICATIONS, QUERIES, AND SPECIMENS OF PRESSWORK FOR CRITICISM ARE SOLICITED.

ECONOMY in the pressroom is the subject discussed, perhaps, more than any other in the trade papers devoted to the printing industry. It is right that it should be so; for if the pressroom—more so than all other departments of a printing establishment—is not a paying institution the office will soon be closed up and the proprietor will be out of the business for good. There is no limit scarcely to the different methods for bringing about economy in the pressroom, and a large volume could be filled with the writings which have already appeared on this subject. There is no royal road to economy for the simple reason that there are no two pressrooms which are fitted up exactly alike; therefore what would prove a good thing for one pressroom would be no use at all in another. Generalities must be indulged in. A great deal of information can be gathered up by reading what the other fellow is doing, and then adapting the rule to one's own case in point under the different circumstances existing at home.

Economy in the pressroom is very closely allied to the economical management of the composing room. With proper care a font of type, such as Jenson or De Vinne, is good for a million impressions, while the whole font can be ruined with a single run of a few thousands if the form is not made ready properly, and the type left over in the cases also ruined—even if brand new—on account of the lack of sorts. There is nothing so annoying to a pressman as having new type and badly worn type all mixed up in the same font; and there is no great reasoning faculty required to understand why. The writer of these notes has spent much of his time, some years back, getting proofs on the handpress on transfer paper for transferring on to lithographic stones, a very tedious and difficult thing to do when the fonts were mixed with new and old type, but comparatively easy when the type was all new, or even all old.

It has often been stated that cylinder presses are more injurious to type than are platens. If this be true, it has been on account of lack of make-ready, for I have seen ten thousand impressions taken from the finest script letter on a cylinder press with scarcely any perceptible wear, and certainly without injury to the usefulness of the letter or font. Of course, a great deal depends on the printing surface of the paper used. Rough or uneven stock would ruin a font of script in short order, however well it was made ready on the cylinder. Careful workmen in the composing room and the pressroom can make a font of type last twice as long as it would in the hands of careless and dirty workmen. This seems like a broad assertion, but who can refute it?

Frequently when a piece of furniture or anything else works up in a form, the pressman will keep on stopping the press, and take a wrench and smash it down, rather than make the proper adjustment the first time, thereby saving all further trouble.

* * *

One of the most important factors in producing good printing, after the press itself, is good rollers. The finest press ever built and adjusted to perfection will not produce perfect printing unless the rollers are good, and kept in good working order. It is poor economy to have any other than the best rollers. Years ago nearly every print shop made its own rollers, and it was frequently the apprentice boys who made them, and it was often considered great fun to tug and pull in order to get the roller out of the mold, and sometimes it had to be melted out, for the reason that the boys had forgotten to oil the mold before pouring in the composition. The manufacture of rollers is now a large industry in itself, and the machinery and methods employed are such as to make it possible to have good

rollers shipped to any town in the United States quicker and much better than can possibly be made at home. Some pressmen have the rollers washed up every night before quitting work; others say it is best to wash up in the morning before starting, if black ink is in use. But it is a safe rule to clean off colored ink at the earliest moment after using. A little machine oil used sparingly on the ends of the rollers when not in use helps to preserve them. If lye is used to wash rollers it should be all removed as soon as possible; strong lye should never be used. Benzine is used frequently now, and the rollers should be placed on end in a box, with holes bored in the bottom far enough apart to avoid the faces of the rollers touching anything. It is not a difficult matter to do good work with good rollers, but the most skilled workmen will fail to turn out a decent job if the rollers are bad.

* * *

In the Gordon end of the pressroom there is often a great deal of waste and loss on account of the fact that Gordon presses are run by boys to a great extent. It seems to be a fact that the younger element look upon this department of the pressroom as a stepping stone to bigger things—the cylinder. As they expect to be promoted almost any week they very naturally become careless as to small matters around the Gordon presses. Lots of money can be made on the platen presses, and especially is this true if the presses and rollers are kept in good order. The foreman of the composing room generally has more to do with these presses than does the foreman of the pressroom. This may be accounted for by the fact that there are so many verbal instructions necessary on small work. One thing is quite certain; and that is, the platen presses are often much neglected and abused, while the rollers scarcely receive any attention whatever. The presses should be regularly oiled and cleaned, just as much so as the biggest and best two-revolution cylinder; baskets should be placed at convenient intervals as receptacles for waste paper—this gives the room a tidy appearance; a cupboard should be provided for ink cans—especially fine colored inks—and a proper rack or cupboard for the safekeeping of the rollers not in use. These articles need not be elaborate or costly, but they will prove very useful. These young pressmen are generally very proud of the fact that they are going to be pressmen, and the feeders, too, and if directed in a proper manner this early training of giving care and attention to the machine will never leave them, and will prove a good foundation on which to build up a reputation as an excellent workman.

* * *

With the advent of type-setting machines it was predicted that hand composition would soon be a thing of the past. The reverse has happened. Fast perfecting presses, flat-bed perfecting presses, two-revolution presses and fast cylinder and platen presses of all kinds have not interfered with the use of the hand press in the least; there are more hand presses made and sold today than there ever was in the history of printing. They have their particular usefulness—it is unique—they are time-savers! Which of the big printing houses or big engraving houses in this country would think of putting a plate on a press in order to get a proof? They save time by proving up on the hand press, and good proofs they are, too. Skilled hand pressmen are in demand today. The beautiful vignettéd halftones now made by engravers require skill to produce the proofs which are sent along with the finished cut from the engraver, and how seldom are these proofs excelled or even equaled when printed on the cylinder press in the job for which the illustrations were made? These remarks are not intended as suggesting that all printing be done on hand presses—far from it. It would

be just as ridiculous as to attempt to make all the broad-cloth used today on hand looms. There are three ways of making ready a vignetted halftone in general use at the present time. The simplest and quickest way is to underlay the block itself where the shades are to be darkest; the second way is to take the plate off the block, underlay the plate, putting a couple of patches under the dark spots to bring them out strong; and the third way is to remove the plate and cut away the edges of the block or wood base, fasten the plate on again; then take a blunt instrument and bend the extreme edges of the plate down to the base which has been cut away. The last named method will batter the edges of the plate somewhat, and care will have to be exercised or the result might prove disastrous.

* * *

Halftones are now used to great advantage in illustrating newspapers, and look all right when the coarse line screen is used; but it frequently happens that there is no make-ready at all on these illustrations. On country papers this matter could be greatly improved if the illustrations were first given to the pressman with instructions to make them exactly type high and do his patching up before the cuts were ever put into the page for makeup. A couple of nonpareil rules would serve well enough as type-high standards, and a much better appearance would be given the paper, with no loss of time whatever.

* * *

Keep the stock warm in winter if possible. When paper is subjected to a sudden change of temperature there is likely to be trouble with electricity.

* * *

Wipe up the press at regular intervals. It is easier to do good printing on a clean machine than it is on a dirty machine.

* * *

Keep a good supply of paper for making ready. It should consist of medium, medium thin and tissue paper.

* * *

Keep the paste covered when not in use. A little alum or salt boiled in it will help to keep it sweet.

* * *

A medium-grained oilstone is the best for a knife sharpener.

CIRCULATION SHOULD BE OWNED BY THE PUBLICATION.

This seems to be the lesson taught by the recent experience of the *Herald-Press* of Los Angeles, Cal. Lately when negotiations for purchasing the paper were begun the new manager also opened negotiations for buying the circulation, which had been sold to private persons a number of years ago. The city circulators and the owners could not agree upon the price. It was determined to take possession of the city circulation of the paper, and to permit the circulators to take the matter into court, where it could be adjudicated.

When the *Herald* press started the mail and out-of-town edition, owned by the *Herald* company, was run off, and when the circulators appeared for their papers they were informed that no papers would be furnished them. Each circulator appeared and made a formal demand for papers, which was politely refused. The papers were offered the carriers, who were induced by the circulators to refuse to make the usual morning delivery.

The managers of the *Herald* company claim that they will stand squarely on the contract and will show that the service has been very poor, and cite numerous cases where persons desired to take the paper, but were unable to have it delivered to them because of the negligence and carelessness of the circulators.

They are ready to make any equitable settlement at any time with the circulators, but do not propose to allow them to continue to control the business to its disadvantage.

The loss sustained by the paper in the meantime must be very heavy, besides all the expense and worry and the possibility of damages being allowed the circulators.

PUBLISHERS MEET IN NEW YORK.

At a meeting of nearly half a hundred publishers in the rooms of the Aldine Association, No. 111 Fifth avenue, New York, July 25, the American Publishers' Association was formed. A report telegraphed from the West to the effect that the meeting had been called to form a trust, which would reduce royalties paid authors, was emphatically denied by those present.

The meeting was called to order by Frank H. Scott of the Century Company, and Charles Scribner was made chairman, with Frank H. Dodd secretary.

Colonel G. B. M. Harvey then read a report prepared by a committee that had been appointed by the promoters of the association. Besides Colonel Harvey this committee included Charles Scribner and George P. Brett. The report outlines the purposes and organization of the association. It was unanimously adopted. The report is as follows:

"Having been requested to act as a temporary committee for the purpose of outlining suggestions tending to the formation of an association of publishers, we beg to report as a result of our deliberations that in our judgment such an association, properly organized and conducted, would render a distinct service, not merely to ourselves as publishers, but to authors, booksellers, book purchasers, and, indeed, to every one who is brought into contact directly or indirectly with the publishing business.

INTERESTS IDENTICAL.

"We regard our interests as identical with those of authors, book manufacturers, booksellers and book buyers, and are convinced that association for mutual advantage can be made far more effective than individual effort to meet such changes in conditions as must necessarily arise in the production and dissemination of good literature. Lack of such coöperation has resulted in the growth of abuses, which, although perhaps minor in importance, have nevertheless reached a point of distinct unfairness as to both producer and consumer.

"The exact method by which these well-known discriminations can be properly corrected or modified has not yet received sufficient consideration to warrant a distinct recommendation, but we see no reason to doubt that such a solution can be reached if all concerned unite upon broad lines and with open minds in an endeavor to work out the problem.

TO PROTECT RIGHTS OF ALL.

"We nevertheless recognize the fact that, in attempting a task of so much magnitude and involving so many diverse interests, it is essential to make haste slowly for the reason that whatever is done must be necessarily of an expert mental nature. Primarily and as a fundamental basis of success of all branches of the business, the rights of all, but more especially of book writers and book buyers, must have adequate and satisfactory protection. Moreover, no publisher should, in our judgment, be expected or requested to join an experimental association without retaining full right of withdrawing from any arrangement proposed without prejudice and at will, after having given suitable notice, until the beneficent results of such association shall have become reasonably manifest."

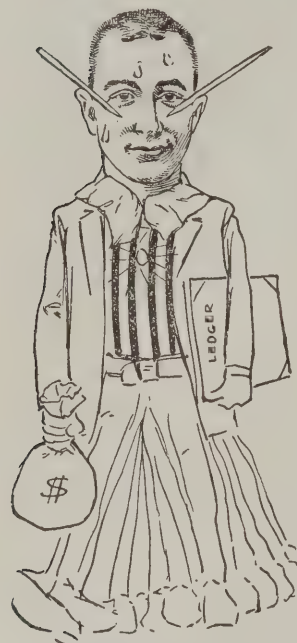
Officers to serve one year were elected, as follows:

President, Charles Scribner; vice-presidents, General A. C. McClurg and George Mifflin; secretary, George P. Brett; treasurer, G. B. M. Harvey.

A committee was appointed to draft articles of association. It was composed of Messrs. Harvey, Dodd and Brett. The committee then adjourned subject to the call of the Chair.

The following firms were represented at the meeting, and it was said all joined the association: D. Appleton & Co.; Bowen-Merrill Co. of Indianapolis; Century Co.; Henry T. Coates & Co. of Philadelphia; Thomas Y. Crowell & Co.; Dodd, Mead & Co.; Doubleday, Page & Co.; Funk & Wagnalls; Harper Brothers; Houghton, Mifflin & Co.; John Lane; Lee & Shepard of Boston; The J. B. Lippincott Co. of Philadelphia; Little, Brown & Co. of Boston; Longmans, Green & Co.; McClure, Phillips Co.; The Macmillan Co.; Thomas Nelson & Sons; G. P. Putnam's Sons; James Pott & Co.; Fleming H. Revell Co.; J. H. Russell; Charles Scribner's Sons; Silver, Burdett & Co.; Small, Maynard & Co., and Frederick A. Stokes & Co.

Among the Associations



SECRETARY MORNINGSTAR,
Whose busy feet earned for him
a loving cup. (As pictured in the
Louisville Courier-Journal.)

KENTUCKY EDITORS MEET AND TRAVEL.

The Kentucky Association, which is among the veteran press organizations of the country, met this year at Louisville and journeyed thence to Chicago, the mighty metropolis of the West; to Milwaukee, the Cream City of the great lakes; to St. Paul and Minneapolis, the union gems of the North Star State, the land of sky-blue waters. The meeting at Louisville, the thirty-first in the history of the Association, was in every way a success. Outside of the business session there were welcoming addresses by the Mayor and others, entertainment at the park, a banquet, loving cup, etc., etc. The first stop made, except to change cars in Chicago, going, was at Milwaukee, where the members of the party were escorted to the Press Club and welcomed by the officers and entertained in a manner that was in line with the traditions of the club. In the

afternoon the beauties of the city and its handsome parks were viewed and the institutions that have made Milwaukee famous were visited.

At Madison points of interest were visited, after which the editors journeyed to St. Paul, arriving there Thursday morning at 8 o'clock for breakfast at the Hotel Ryan. Thursday morning was spent in and around the city, including a visit to Minnehaha Falls. The afternoon was devoted to sight-seeing in Minneapolis, after a reception by the Press Club and Minneapolis Lodge No. 44, B. P. O. E. The beautiful hall was inspected and there Mayor Gray officially welcomed the newspaper men to the city. Weed Munro, Past Exalted Ruler of the lodge, presided.

Duluth was then visited, and the wonders at the head of mighty Lake Superior viewed. On the return a day was passed at Lake Minnetonka. Arriving at Wayzata at 9 o'clock over the Great Northern, they boarded the large steamer Tonka for a trip on the lower lake. At the Lake Park Hotel, by special arrangement, Manager Strong had prepared everything for their entertainment.

During dinner the Bijou orchestra played many selections thoroughly Southern, among them "Dixie" and "Old Kentucky," and they were all enjoyed by the visitors.

The afternoon was quickly passed with the pleasant entertainment offered by Minnetonka on a beautiful summer day, and the Kentuckians voted it to be the prettiest and most refreshing spot they had seen since they left the Blue Grass region.

As the steamer Tonka neared the Minnetonka Beach landing a party of the editors in the bow of the boat discovered Gen. Adlai Stevenson and his little grandson standing on the shore. Gen. Stevenson was born in Kentucky and has always been very popular there.

The excursionists cheered lustily, and as the boat landed surrounded Mr. Stevenson to shake hands with him and

tell him how big a majority the old State would roll up for the Democratic ticket next fall.

Gen. Stevenson was very much pleased with the greeting and addressed the editors briefly, complimenting them upon the stand they had taken with reference to the Goebel case and for their loyalty to Democratic principles and to the Democratic party.

At 6 o'clock the Tonka started back with the merry-makers to Wayzata, where they boarded train for Minneapolis, leaving there on a special train for Chicago. In this city the editors were treated to a tally-ho ride to Lincoln Park and other points of interest, and in the evening were given a welcome and reception at the rooms of the Chicago Press Club. Before leaving this city Mr. R. E. Morningstar, who is otherwise known as "the hustler," was presented by the members of his Association with a handsome silver loving cup, tastefully engraved. It was a compliment well deserved. Mrs. Morningstar was appropriately and gracefully included in this presentation and honor to her husband.

* * *

J. B. Stall of South Bend, being on the programme at the recent meeting of the Northern Indiana Press Association for a paper on "The Editorial," not being able to attend sent a letter in which he said:

"The man who has the courage to follow the dictates of a clear brain and a clear conscience in conducting a newspaper has it in his power to prove himself a genuine benefactor to the human race. This is especially so in a country like ours, where freedom of the press is firmly established, and where there also exists some misunderstanding as to what constitutes liberty and what is license.

"Let us ever bear in mind that the best and highest type of journalism is that which scorns to say in print what any true gentleman would scorn to say in the parlor."

* * *

The North Dakota Editorial Association met at Devils Lake Chautauqua. This reminds the editor of the time that he conducted, as President, the Minnesota editors to that beautiful lake and was told before starting that it was best to see that the party was supplied with liberally filled lunch baskets. The town was then only eight weeks old, but our party was met by the Mayor and a committee of citizens and escorted to a fine steamer and given a splendid moonlight excursion, and this was followed by a banquet at a commodious hotel, built within sixty days, that would have done honor to Delmonico's in New York city. That was only sixteen years ago. The Lakota Herald says of the meeting this year:

The meeting was called to order by Dr. Eugene May, that polished speaker and platform lecturer, who in the absence of Mayor Brown, of Devils Lake, tendered the editors the freedom of the city of Devils Lake and the grounds of the Devils Lake Chautauqua and all that they contained. Dr. May is one of those men who sway an audience, not with dramatic gestures and fiery speech, but with an easy flow of language that is restful and interesting, and perhaps his world-wide reputation as a speaker in due to this faculty of being always interesting, while never tiresome. President Wardell, of the Press Association, responded to this welcome with one of those happy addresses that mark him as one of the most able newspaper men in the State. At first he addressed his remarks to Dr. May, following with remarks intended more for the Mayor of Devils Lake and particularly Mayor Brown.

The newspaper men of Devils Lake, the management of the Chautauqua and the citizens generally, contributed all within their power to the welfare and entertainment of the

editors. On Sunday morning Captain Heerman offered his excursion steamer to the editorial party and they were given an excursion to Fort Totten. Here Chief Little Fish made a speech which was pregnant with pointed remarks regarding the proposed opening of the reservation and the consequent removal of the Indians to some other place—which did not meet with the approval of his tribe.

The Association in executive session decided to hold its next annual meeting at the Chautauqua grounds. The following officers were elected for the ensuing year:

President—E. H. Kent, Lakota Herald.

First Vice-President—A. L. Woods, Grafton.

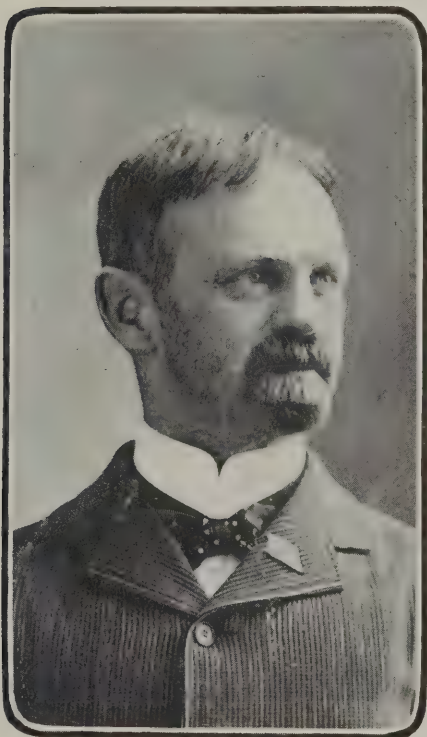
Second Vice-President—Mrs. Bates, Grafton.

Secretary and Treasurer—P. O. Thorson, Grand Forks.

Members of Executive Committee—Chairman, E. L. Richter, Larimore; H. H. Morrell, Wahpeton; M. B. DeLaBere, Sheldon; Taylor, LaMoure and Walter Cushing, Fargo.

* * *

The Minnesota Editorial Association passed through Chicago August 17 on a most interesting trip to Montreal and return. The party left this city over the Grand Trunk at 12 m., arriving at Muskoka Lake at 8 a. m. the 18th, and carried out the following programme of travel: Remained all day, the 18th, on the boat, enjoying thereon together breakfast, dinner and supper.



CHARLES S. MITCHELL,
Editor of the Post-News, Alexandria, Minn.
President of the Minnesota Editorial Association.

Sunday, August 19.—Arrived Gananoque Wharf (near Kingston), 5:30 a. m., and boarded boat of R. & O. Navigation Company. Breakfast and dinner on boat. Passed entire day on the St. Lawrence River, through Thousand Islands and Rapids, six p. m., arrived at Montreal, where carriages were taken to the Windsor Hotel.

Monday, August 20. — Forenoon: Rides about Montreal, visiting cathedrals, churches, points of interest and ascending Mount Royal. Afternoon: Leisure to do "shopping," individual sight-seeing, and "go-as-you-please." Evening: Entertainment arranged by hospitality of Montreal press and city and railroad officials. Attended services at the great churches and cathedrals. Midnight: Took train for Quebec.

Tuesday, August 21.—6 a. m.: Arrived at Point Levis and took ferry for Quebec. Drive to Chateau Frontenac, where breakfast was served. Rode about city in forenoon, and took ferry for Quebec. Drove to Chateau Frontenac, noon. Left Quebec 9 p. m.

Wednesday, August 22.—6 a. m., arrived at Ottawa and remained until 4:30 p. m. Visit to Parliament and government printing buildings. Detailed arrangements in hands of Mr. W. J. White. 4:30 p. m., left Ottawa for Chicago.

Thursday, August 23.—5 p. m., arrived in Chicago, supper at railroad eating house. 7 p. m., left for St. Paul, arriving following morning in season to connect with outgoing trains.

Charles S. Mitchell, the President of the Association, whose portrait we present herewith, was elected, over his own declination and protest, at the last annual Convention of the Association in Minneapolis. He is the editor of the *Post-News* at Alexandria, Minnesota, the home of Senator Nelson, one of Minnesota's most beautiful little cities, located in the far-famed "lake region."

Mr. Mitchell was born in Pittsburg, Pa., in 1856. His family moved to St. Cloud, Minn., in 1857, where he lived until 1894. His education, however, was largely obtained at the famed seat of learning, Ann Arbor, Mich. He first graduated at the Ann Arbor High School, and then at the Michigan State University with the class of 1880, receiving the degree of Ph.B. He was associate editor of the *St. Cloud Journal-Press* for eleven years. In 1894 he bought the *Alexandria Post* and the *Douglas County News* and continued the two papers into the present publication. He was married at Butler, Pa., August 6, 1884, to Dora Thompson.

He has never sought or held public office but has devoted himself loyally to his calling and is counted one of the live, progressive publishers of the State.

* * *

The Virginia editors met at Newport News this year. After a splendid literary programme the first day, the second day was given up to watching from the deck of the State oyster steamer Chesapeake the menhaden fishing industry, in which several steamers are engaged. President Lee called the meeting to order at night at the Hygeia Hotel and several interesting papers were read, among them one on "The Rise in Price of Print Paper," by R. P. Barham, of the *Petersburg Index-Appeal*. Miss Bertha Robinson, of the *Orange Observer*, gave a history of the Association and of the fourth estate in Virginia.

Messrs. Lee, Lindsay and Booker were appointed a committee to consider the advisability of employing a purchaser of paper for the newspapers represented in the organization.

The following officers were elected for the ensuing year: President, A. P. Rowe, Jr., *Fredericksburg Free Lance*; Vice-President, C. E. Thacker, *Newport News Press*; Secretary, J. L. Hart, *Farmville Herald*; Treasurer, R. N. Robinson, *Orange Observer*; Historian, Miss Bertha Robinson, *Orange Observer*; Executive Committee—C. D. Denit, R. P. Parham, J. H. Lindsay, M. T. Harrison, and J. E. Booker. Delegates to National Editorial Association—W. McDonald Lee, S. S. Nottingham, C. E. Thacker and C. D. Denit.

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The editors of the State of Washington held the fourteenth annual convention of their Association at New Whatcom. The nearby city of Fair Haven joined in extending courtesies, the two places now being joined by a trolley line. President O. M. Moore presided. The members of the Association report an encouraging condition of prosperity. The following were elected officers for the ensuing year:

President, John Hull, Whatcom; First Vice-President, E. M. Day, Whatcom; Second Vice-President, W. H. Imus, Kalama; Secretary, Grant Angle, Shelton; Treasurer, Lovette M. Wood, Seattle; Historian, Charles Prosch, Seattle; Orator, Mrs. Minnie Sargent, Pullman; Poet, Frank C. Teck, Whatcom; Executive Committee—E. C. Kibbe, Elma; J. D. Dean, Hoquiam; C. W. Wheeler, Waitsburg; C. A. Tonnerson, Tacoma; O. M. Moore, Seattle. Delegates to the National Association—Orno Strong, Tacoma; F. B. Schnebly, Ellensburg; B. W. Brintnall, Olympia; S. L. Alexander, Cheney; A. P. Tugwell, Tacoma; B. M. Price, Olympia; C. W. Gorham, Index; C. W. Wheeler, Waitsburg.

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The editors of Wisconsin enjoyed an outing among the streams and lakes of Wisconsin. They went into camp at Plum Lake and from there excursions in different directions, visiting lumber camps, taking steamboat rides on nearby lakes, fishing and having a general good time. They did not print a paper, but maintained a bulletin board. From among one day's bulletins we print the following from the *Milwaukee Journal*, given as the exciting or "big" news of one day: That the camp cow had fallen down Roustabout Hill and strained her milk; also that Internal Revenue Col-

lector Monahan had left the camp to escape arrest on the charge of having beaten the drum on the head.

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The Maury (Tenn.) *Democrat* says: The large party composing the Convention of the Tennessee Press Association had a miraculous escape up near Asheville, N. C., a few days since.

Editors, of course, are neither infallible nor wreck proof, but they seldom get downed, nor all they deserve from a standpoint of things good for their health and peace of mind, and we thank the good Lord that His decree was that both editors and all others on this trip should pass safely over danger.

Perhaps this is the reason their cars were left standing on the track on the brink of the mountain while engine and baggage and postal car and passenger and Pullman coaches, occupied by others, tumbled down an embankment of some thirty feet or more, with no loss of life to the unfortunate, frantic, worldly passengers—and then, perhaps not. The coaches occupied by the newspaper people stuck to the right track.

That the average editor generally keeps on the right track and is faithful is well known to all people. For that he receives constant protection from an all-wise Providence, the country editor, especially, is most thankful and grateful always.

What would both the town and country folk do for news, the International Sunday-school Lesson and Brother Talmage's good stereotyped sermons included, were it not for the country editor? * * * What would the politician do for a medium through which to tell the dear people that he is constantly saving the country from ruin and destruction by working himself to a frazzle for the oppressed laboring masses and for them only and all for their benefit?

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THE HOTTEST EDITORIAL CONVENTION.

The Missouri editors are enterprising and progressive, but have in these desirable qualities many rivals among the editors of other States. In one thing, however, the Missouri Editorial Association must stand without a rival. The Convention held in St. Louis, August 17 and 18, must bear off the palm of the hottest in history, the mercury having run up each day to 98 degrees above zero Fahrenheit away up on the Government's observation tower. How hot it was in the Convention no one will ever know, but business went right on just the same. It is 98 degrees above zero while, with perspiration pouring from every pore, the editor sets about collating from others the account of the meeting. It is too hot to do original work while we can borrow from such excellent papers as the *Post-Dispatch*, the *St. Louis Republic* and the *Globe-Democrat*.

The Association was called to order on the parlor floor of the Laclede Hotel at 10:30 o'clock Friday morning by President Painter.

After prayer by Rev. Dr. C. C. Woods, of St. Louis, the roll was called by Secretary Morris, of Trenton.

L. D. Kingsland, President of the St. Louis Manufacturers' Association, greeted the editors and their friends on behalf of the city and assured them of an earnest and hearty welcome.

W. T. Jenkins, of Platte City, responded on behalf of the Association, assuring the speaker that the visiting party would leave no good thing untouched, referring him to Mr. Robinson, of Maryville, "who has established a national reputation as an epicurean," and to Walter Williams, of Columbia, "who achieved fame as a water drinker all up and down the Pacific Coast."

After a short business session the meeting adjourned and at noon the members repaired in a body to the Merchants' Exchange, in response to an invitation from President O. L. Whitelaw.

On the steps of the Exchange Building a picture was taken of the assembled group by a St. Louis photographer from the Hazenstab Photo Art Company, 3424-26 Olive Street.

IN THE AFTERNOON.

The convention reconvened promptly at 2 p. m. As the members were slow in assembling, J. West Goodwin, of the *Sedalia Bazaar*, announced that he had been instructed by the President to "give a few Comanche

yells" to draw them together. "By way of starting the yelling," continued Mr. Goodwin, "I would like to ask this question: 'How are you getting along buying paper?' I have heard a great deal about the paper trust, and the way it has been advancing prices, but in my opinion it is all a fake. It is true, paper has gone up. So has everything else. Paper had gone so low that it didn't pay to make it. The paper trust is like a great deal of these other trusts that you hear so much about. Take oil, for instance. Did you ever know a time when you could buy oil cheaper? Or sugar? Then why rail against the trusts? The fact is, there is altogether too much politics in this matter. We have Democrats and Republicans, Populists and Mormons, and they all want to talk. Quit being demagogues and be business men for awhile. Take that proposition home with you and don't let's hear any more about the trusts crushing the life out of you. Prices on paper had simply got too low and they had to advance."

Col. Goodwin's pointed remarks were greeted by applause, and no one seemed anxious to cross swords with him on the trust question. His speech had served to fill nearly every seat in the room, and the regular programme was then taken up.

E. K. Lyles, of the *Houston Herald*, being absent, the duty of reading his paper on "Which Is the Greater Value to the Country Newspaper, the Editorial, Local or Correspondence Department?" was assigned to Charles D. Morris, of the *Trenton Tribune*, Recording Secretary of the Association. Mr. Lyles' views were summed up in the following sentence: "If short of space, cut out a few editorials; if still short, sacrifice a local item or two; but never, unless absolutely necessary, give up the country correspondence."

E. P. Caruthers, of the *Dunklin County Democrat*, Kennett, Mo., was next on the programme for a paper on "Something More About Legal Advertising." Mr. Caruthers held that, while the newspaper men had seen to the improvement of their plants in every way possible, they had neglected the vital question of standing together in a business way. It was a question of self-preservation, he said, for the lawyers were inclined to favor less publicity, instead of more, in the matter of legal advertising. He thought the full details concerning new corporations, with regard to who the stockholders were and also with reference to the purposes of the incorporation, should be required to be published in the county where the papers were filed. Frequently, he declared, orders of court of great public interest and importance were not published until it was too late for parties who were innocent sufferers therefrom to protest. He advocated publicity through the medium of the local press, as against that furnished by the placing of notices on barn doors and blacksmith shops.

Mr. Caruthers' talk again brought J. West Goodwin to his feet. "What Brother Caruthers has said has been the burden of my song for these many years," declared the seersucker-clad sage of Sedalia, waving his historic white hat. "I have upstairs in my room three bills which I have tried to get through the Missouri Legislature on this very subject. One of them received 19 votes out of 140, and that's as near as they ever came to being laws. I claim that no mortgaged property should ever be sold without first being advertised in the newspapers. The same is true of other forms of legal action in which the public is interested. The day of the handbill and the ringing of a bell to attract public attention is past.

"I don't know what's the matter with the Missouri Legislature," continued Mr. Goodwin. "If I wanted to go up there and get somebody appointed to a clerkship in order to pay a political debt it would be easy enough. But the minute I go and try to get a bill through that would benefit the people of the State and the newspaper men it's just like talking Greek to a sow pig. I speak plain, but that's the only way I know how to speak. These fellows are all smiles when they are candidates for office, but that's as far as it goes. A lawyer can go down to Jefferson City with a bill all drawn up and get it passed. It looks perfectly innocent, but it may rob the widow and the orphan. Watch your Representative. Talk to him and exert your influence with him, if you have any."

W. T. Jenkins, of Platte City, related his experience in trying to secure legislation along this line, and E. W. Stephens, of the *Columbia Herald*, offered a resolution which was passed, providing for the appointment by the President of a committee of five to draw up legislation



Photo by Hazenstab Photo Art Co., St. Louis.

MEMBERS OF THE MISSOURI PRESS ASSOCIATION IN FRONT OF THE MERCHANTS' EXCHANGE,
ST. LOUIS, AUGUST 17, 1900.

desired by the newspaper men, and urge its passage upon the Legislature. Mr. Stephens stated that such a legislative committee was maintained by the Illinois Association, and had proved a great success.

Robert Walker, of the *Hermann Volksblatt*, read a carefully prepared paper on "Press Liberties," in which he referred to the abuse of editorial license.

President Painter then arose to deliver his annual address, which was a very able paper, and drew the closest attention of his hearers. He had selected the question of the relation between the editor and his paper for a subject, he said. The question which every editor asks himself is: "Am I the paper? Must it represent my personal opinions and nothing else?" A candidate for a State office had asked his support, and like the old farmer who promised the first man that asked him, in order to get rid of the rest, he gave his promise. "Then," said the candidate, "I suppose you will begin publishing nice little notices about me." "Not at all," replied Mr. Painter, "the support I have promised was my personal support. That of the paper is a different thing entirely." Getting around to the question of partisan support of unworthy candidates, Mr. Painter said:

"All newspapers are tied to their party with bonds of steel; these they can not break. The result in State and county affairs is that half the people believe what they see in the paper—the others refuse to even read it. . . . If such a thing could be that Missouri editors were honestly independent in thought and their papers independent in action, the politicians would take a back seat. Politicians have as much as said to me: 'What I want is your support before the nomination and platform are made. After that you and your paper will have to support them.' This frequently results in supporting a man who is unfit for office, and helping to bolster up a platform that is in many things the opposite of what you think right—all done for party.

"As long as present conditions exist the editor and his paper will amount to very little. They are run on the plan that 'the king can do no wrong, and the party is king.' . . . The organization of the Missouri Press Association has resulted in a better feeling among the editors of the State, but it has not yet accomplished its full mission, and will not until the time comes when its members will be independent, not only in name but in fact. When papers will be honest and frank in their political views as they are in other departments; when editors will advocate men and measures they think are for the best good to the whole people; when small-bore politicians no longer control the policy of papers for their own selfish interests, then this organization will have accomplished its full mission, and the press of the State will be a power for good along all lines."

Col. W. F. Switzler, of Columbia, took issue with President Painter on the question of the editor and the paper being separate entities. He claimed that such a distinction was a distinction without a difference. As soon differentiate the pastor and his sermon, or the President of the United States and his administration, the speaker declared.

B. B. Herbert, of the *NATIONAL PRINTER-JOURNALIST*, father of the National Editorial Association, joined in the discussion, taking the view presented by Mr. Painter, who, he declared, had sought to portray things as they actually were, and not as they ought to be. Even pastors and judges sometimes said things in their official capacities, yielding to the influence of the creeds of the churches they serve, to popular beliefs and delusions, to precedents and past decisions, which did not accord with their personal views.

R. W. McMullin, of the *Hillsboro Democrat*, sustained the view of Col. Switzler, while Charles D. Morris, of Trenton, upheld Mr. Painter. The day of personal journalism was past, the latter declared, and it was no longer possible for one man to dominate a publication and push his individual views to the front, as had been the case when Thurlow Weed, Horace Greeley and other giants were alive. H. A. Gass, of the *Jefferson City School Journal*, said he was fortunate in being on a paper which did not have to take things back, whereat Mr. Painter asked him if he had not changed his opinion on the subject of vertical handwriting.

"Yes, I did," was the response, "but it took me six or eight years to make the change. I have known some editors who could change their views in six or eight minutes."

President Painter closed the debate. He said he had taken his thrashing from Col. Switzler and was glad it was over, but his opinions had not been changed in the least. He believed Missouri had more honest, incorruptible editors than any State in the Union, but asserted that the newspapers of this and other States were governed absolutely by party. If the party leaders were given to under-



W. L. ROBERTSON,

President of the Missouri Press Association.

stand that the newspapers would not support unfit men or bad platforms they would be more careful about who they nominated or what they put in their platforms.

The following were chosen officers for the ensuing year: President, Wes L. Robertson, *Gallatin Democrat*; Ed P. Caruthers, First Vice-President, *Dunklin Democrat*; Second Vice-President, Clarence Ziegler, *Bunceton Tribune*; Third Vice-President, C. W. Barrett, *Canton Press*; Recording Secretary, J. M. Sosey, *Palmyra Spectator*; Corresponding Secretary, R. M. White, *Mexico Ledger*; Treasurer, W. L. Thomas, *St. Louis School and Home*. Benediction was pronounced by Rev. Mr. Wood, and at 1 p. m. the Convention adjourned sine die.

At 2 o'clock, under the marshalship of Tom L. Cannon, a large number of the members proceeded to the races. Others went to the parks and gardens.

PRESENTATION TO RETIRING PRESIDENT.

One of the pleasing incidents of the closing scenes of the convention was the presentation to retiring President Painter of a splendid diamond scarf pin as a testimonial of esteem. The presentation was made by Editor Cannon, of the *St. Louis Manufacturer*, and the response by the surprised President showed that the feelings of respect and friendship expressed on behalf of the members of the Association were fully reciprocated by him, whom they had so worthily honored for faithful service and manly conduct and bearing in the responsible office with which he had been entrusted.

Mr. W. L. Robertson, the new President, has been connected with the newspaper press in Missouri since 1873, having published papers at Princeton, Bethany, Unionville, Gallatin, Plattsburg and West Plains. He was eight years at Gallatin but sold out in 1894 to buy back his paper, the *Democrat*, in 1897, which he has since published. He was one of the organizers and first President of the Northwestern Missouri Press Association. He has been frequently a delegate to the National Editorial Association, and says that he sets great store by the *NATIONAL PRINTER-JOURNALIST*. He is a Yankee by birth, being a native of Connecticut, and a Missourian by adoption. He is a successful newspaper man and has one of the best country printing offices in the State.

EDITORS BY THE SEA.

NEW YORK PRESS ASSOCIATION AT BRIGHTON BEACH.

As Reported in the New York Papers by the American Press Association.

[Concluded from the August issue.]

The venerable Secretary, Mr. A. O. Bunnell, of the *Advertiser*, Dansville, N. Y., always secures the rapt attention of the Association whenever he has anything to say. Every succeeding President is forced to admit that, while he may revel in the dignity and honor of his position, the Secretary is the main spoke in the wheel. Without him the meetings of the Association certainly would be robbed of a great deal of their enjoyment and would probably move less smoothly. As a lubricator of the wheels he is voted unqualifiedly a success. When he arose to present the annual report of his dual office of Secretary and Treasurer he was greeted with hearty applause and encouraging smiles, especially from the ladies. He replied aptly to the hit made by the President upon his ambition to be a maker of Vice-Presidents. He said that while he might not accomplish his end his effort was not wholly attended by failure. To prove it he said that on May 10 his normal circulation of 2,000 was increased to 31,000 and the week following from 31,000 to 73,000. This phenomenal jump in the circulation he credited to the fact that he was in the business of making Vice-Presidents, and he enthusiastically urged all members of the Association to go into the vice-presidential boom business. He gave further comfort to the Association by assuring it that its finances were in good condition. On June 19 last year there was a balance in the treasury of \$237.35. He had received from dues during the year \$296, increasing the amount to \$533.35. The expenses of the year were \$294.53, which left in the treasury the comfortable balance of \$238.32. The report was referred to the Finance Committee.

Memorials were read as follows: Upon James Mallette, Geneva, N. Y.; Hon. Frederick Bodine, Montgomery, N. Y., and Hon. Willard A. Cobb, Lockport, N. Y., all former members of the Association.

H. J. Knapp, of the Auburn (N. Y.) *Advertiser*, presented a report of the meeting of the National Editorial Association held at New Orleans, which was thoroughly enjoyed.

B. B. Herbert, publisher of the NATIONAL PRINTER-JOURNALIST, who the President said had done more for the country press than any other one man, was invited to a seat with the dignitaries and in accepting it expressed his pleasure at being again with the Association. He said that while he attended the meetings of associations throughout the whole country there was none whose meetings he enjoyed more than those of New York. He had been attending them for ten years, and every one seemed to be a little better than the preceding one.

William C. Bryant, a proprietor of the Brooklyn *Times*, was down upon the regular programme for a talk upon cheaper paper. He did give a talk, and it was an interesting one because everybody who listened to him knew that he spoke from the experience of a practical publisher and a large purchaser of paper. He said he supposed that the members of the Association wanted to know what the outlook for cheaper paper was. It reminded him of a story. Two men who were journeying awoke one morning and one said to the other: "Bill, what is the outlook for the weather?" Bill went to what he supposed was an outside window, but it opened into the pantry. Returning, he said: "It's dark as pitch and smells like fish." After going over the situation thoroughly, explaining the great increase in the demand for paper, the natural conditions that had shortened the supply and naturally increased the price, Mr. Bryant summed up his remarks with the assertion that the outlook for cheaper prices for paper was very dark. An interesting discussion followed Mr. Bryant's remarks and was undoubtedly of interest and value to the members.

R. C. Hill, an old newspaper man well known to the Association and now in charge of the publicity end of the Pan-American Exposition, read a very interesting paper on the subject which is so near to his heart. Mr. Hill was really one of the originators of the Pan-American idea and

has been a hard worker in its interests ever since it was conceived. While all of his address was listened to eagerly, that which pertained particularly to the printing and newspaper making was naturally the most interesting.

Tuesday afternoon the members generally repaired to the West End to take advantage of the many attractions there which had been so generously opened up for them. The evening was devoted to social intercourse, dancing and other pleasures that are so manifold at a hotel such as the Brighton.

Wednesday morning the second business session was called to order by the President, and the majority of the members showed up in good condition despite the revelry of the previous day.

Mr. B. B. Herbert read a very thoughtful and strong paper upon the "Fraternity of the Press." He urged publishers to unite, to exchange views frequently and not to be afraid that they would lose anything by helping one another. Mr. Herbert's paper was listened to very attentively, and he was loudly applauded at its conclusion.

The rest of the morning was devoted to a very interesting discussion of practical questions resulting from the "Question Box."

The President announced the standing committees as follows:

Committee on Organization—Louis McKinstry, H. A. Brockway, L. B. Greene, F. A. Willard, Elias Vair.

Committee on Finance—H. A. Dudley, Miss Helen I. Parker, John H. Hunt, George E. Marcellus, J. L. McArthur.

Committee on Resolutions—J. W. Slauson, E. S. Underhill, H. G. Bishop, J. E. Kraft, Ward Morton.

The last business meeting was held on Thursday. H. B. Fullerton, Chairman of the Highway Improvement Committee of the League of American Wheelmen, delivered a very entertaining and instructive address. He made an eloquent plea to secure the co-operation of the press to bring about better roads throughout the State and Nation.

The Committee on Finance reported as having examined the books and accounts of the Treasurer and found them correct. The report was adopted.

The Committee on Organization recommended the following nominations:

President—William J. Kline, *Amsterdam Democrat*.

Vice-Presidents—W. A. Smith, *Owego Times*; E. S. Underhill, *Corning Democrat*; J. P. Herrick, *Bolivar Breeze*; J. L. McArthur, *Granville Sentinel*; C. C. Overton, *Coney Island Journal*.

Secretary and Treasurer—A. O. Bunnell, *Dansville Advertiser*.

Executive Committee—H. J. Knapp, *Auburn Advertiser*; J. H. Farrell, *Albany Times-Union*; R. C. Hill, *Buffalo Publicity*; E. H. Butler, *Buffalo News*; H. A. Brockway, *Watertown Times*; G. S. Griswold, *Batavia News*; F. P. Hall, *Jamestown Journal*; L. McKinstry, *Fredonia Censor*; G. A. Willard, *Booneville Herald*.

This report was enthusiastically adopted, and the nominations made were unanimously ratified.

Ex-Presidents Dudley and Clark were appointed a committee to escort President Kline to the room. When they had, after extreme difficulty, discovered the fastnesses of his hiding place and brought him forth, President Griswold introduced him in a few well-chosen words. Mr. Kline is not new to the business of public speaking and thanked the members of the Association for the additional honors they had heaped upon him and pledged his best efforts to make the forthcoming meeting even as pleasant as those of the past have been.

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The Alabama Press Association had a very successful annual convention at Birmingham. The meeting next year is to be at Montgomery. The *Age-Herald* says of some of the papers read:

C. H. Greer, of the Marion *Standard*, read a paper on "The Dark and Bright Side of Life." This was one of the most ably written articles ever heard by an audience of Alabama newspaper men.

Mrs. Robert M. Rawls, of the Athens *Courier*, read the annual essay, in which she depicted the ideal in womanhood and argued that physical and mental development should go hand in hand.

J. C. Williams, of the Mountain Home of Talladega, read a paper on "Are Ready Prints Injurious to Weekly Papers?"

Mr. Williams opposed the ready prints and urged that it were better to have an all home print.

C. H. Frye, of the Pratt City *Herald*, took the other side of the question, claiming that some papers were printed by persons of limited means, who could not afford to print all of the paper at home, and that the patent outside gave a review of all the news of the world, which could not be given were the patent outside discarded.

The paper was discussed by several members, and both sides of the question were presented by them.

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It is not very frequently that an editorial association nine-tenths of whose members are men choose a woman for President, but the Upper Des Moines editors appreciate talent when displayed by a lady editor as much as in one of the masculine sex.

Miss Jennie Keith, who presided over the recent meeting at Des Moines, and whose portrait we present herewith, showed by her executive ability, by her grace and fairness as a presiding officer, and by her several speeches or addresses, that the confidence of her brothers had been well placed and that their judgments were sound. We spoke of Miss Keith at some length in the August issue of the NATIONAL PRINTER-JOURNALIST and congratulate ourselves that we are now able to further introduce her to our readers.



JENNIE G. KEITH,
Editor of the Cambridge (Iowa) Dispatch.

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At the annual meeting of the Illinois Women's Press Association, held at the Palmer House, Chicago, June 14, the following officers were elected:

President, Mrs. A. Shackelford Sullivan; First Vice-President, Dr. Annie H. White; Second Vice-President, Mrs. Elizabeth C. Pierce, Belvidere; Third Vice-President, Mrs. Celestia G. McKinnie, Evanston; Recording Secretary, Miss Mary Howe Stewart; Assistant, Mrs. Katherine V. Grinnell; Corresponding Secretary, Miss Carlotta Perry; Assistant, Mrs. Fanny M. Harley; Treasurer, Mrs. Frances E. Owens (Mrs. Owens was elected for the thirteenth time); Librarian, Mrs. E. Jeannette Abbott; Historian, Miss Kate Will; Chairman Membership Committee, Mrs. Sarah Wilder Pratt; Chairman Programme Committee, Mrs. Mary B. Powell; Chairman Social Committee, Mrs. Mary E. Rae; Chairman Auditing Committee, Dr. Odella Blinn; Chairman Manual Committee, Miss Caroline A. Huling; Chairman House Committee, Mrs. Laura C. Madden; Chairman Authors' Section, Mrs. Carrica Le Favre; Chairman Editorial Section, Mrs. Cynthia A. Mead; Chairman Contributors' Section, Miss Giselle D'Unger; Chairman Poets' Section, Miss Julia H. Thayer; Chairman Reporters' Section, Mrs. Amanda P. Brinkman; Chairman Publishers' Section, Mrs. Mate Palmer; Chairman Bureau of Literary Information, Mrs. Mary A. Ahrens; Chairman Memorial Committee, Mrs. Maria S. Orwig; Chairman Young Women's Auxiliary, Miss Dorothy Moses; Delegates to International League of Press Clubs, Mrs. Alice Rosetter Millard, alternate Mrs. Harriet P. Nourse; Mrs. Elizabeth A. Reed, alternate Miss Myrtle Reed.

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The next meeting of the Central Illinois Press Association will be held in Decatur September 6. One of the interesting papers of the recent meeting was that on "Advertising," by Eugene F. Baldwin, of the Peoria *Star*. Mr. Baldwin advanced the idea that well-written, fresh advertising matter was just as acceptable to the reader of the newspaper as straight reading matter. People like to read well-written advertisements. They contain valu-

able news for the shopper. Considerable discussion followed the reading of the paper. One man who prints a paper near Decatur said that he had asked a man his reasons for not subscribing for the paper, and the reply was, "Well, you don't print the Arcade advertisements, and my wife likes to read them."

The following officers were elected: President, Owen Scott, of Decatur; Vice-President, C. W. Wilson, of Tuscola; Secretary, C. C. Lewis, of Arcola; Treasurer, Int Stanley, Lovington; Executive Committee, E. F. Baldwin, of Peoria; Bruce Glasco, of Charleston; B. P. Smith, of Moweaqua.

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IT IS THE WAY THEY HAVE IN DENVER.

The city of Denver, with Wolfe Londoner at the lead, always has a way of its own peculiar to the high altitude and the rarified air for the entertainment of visitors. The following account of how the glad hand was extended to the Mississippi editors as set down in the official record in the Denver Daily *Republican* will be read with full appre-



WOLFE LONDONER ENTERTAINING THE MISSISSIPPI EDITORS.

ciation by all who have been there and know how it is themselves:

8:15 a. m.—Arrive at Union Depot.
8:30 a. m.—Visit the Cyclone Hotel.
9 a. m.—Breakfast and general cleaning up at the Windsor Hotel.
9:30 a. m., until 12 o'clock.—Visit the Cyclone Cellar, listen to speeches and do other things.
1 p. m.—Ride around the city on a car provided by the Tramway Company. Those who do not take this trip will visit the Cyclone cellar.
4 until 6 p. m.—Visit the exhibition of Colorado products at the Chamber of Commerce at the invitation of the Woman's Club, which will hold a reception.
6:14 p. m.—Visit the Cyclone Cellar.
In the evening the guests will visit City Park, the dog show and the Cyclone Cellar.
Mr. Londoner is making great preparations to introduce the editors to his cellar. He has a good supply of the ink which has made the Cyclone Cellar famous on hand, and he is practicing on a southern accent, so that he may make the editors feel perfectly at home.

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The Oklahoma Editorial Association excursed on August 11 to Eureka Springs, Ark.

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The Maine Press Association passed a week in July among Casco Bay beauties and attractions as the guests of the Casco Bay Steamship Company, supplemented with shore drives and shore dinners on the islands. The editors were filled with the glory of their surroundings and with love for and pride in the old Pine Tree State, as witness the following resolution enthusiastically adopted in favor of the "Old Home Week" celebration:

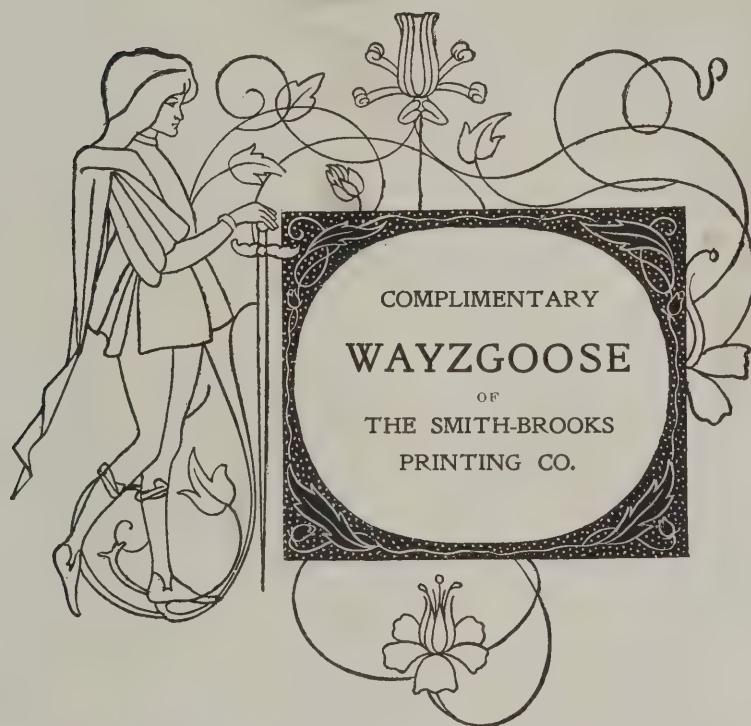
Resolved, That the members of the Maine Press Association take this occasion to indorse the celebration of "Old Home Week," pledging the columns of their several papers to encouraging the loyal spirit to Maine of which it is to be the embodiment; they also pledge anew their devotion to all that will tend to make the beautiful scenery, delightful climate and splendid transportation facilities

of our State—the most charming and healthful resort of the Atlantic coast—better known to the people of the country.

* * *

The Georgia editors were delighted with their stop in Buffalo on their recent trip. With Messrs. Hill, King and Moore as cicerones, the party went over the Exposition grounds from one end to the other, and at precisely 5 o'clock a dainty repast was served to the visitors in the dining room of the service building by the housekeeper, Mrs. McGuinness. After everyone had partaken of the viands and punch, Richmond C. Hill introduced Commissioner-General Weber to the party. Col. Weber in a brief address outlined the scope and purposes of the Exposition and complimented

place they were given a royal reception. Mr. Brice, as the representative of the town fathers, handed over the keys of the city to the editors and in a very happy manner bade them welcome to Kent. W. W. Beck, Esq., on behalf of the citizens, welcomed the visitors. Then came William B. Usilton, senior of the *News*, one of the charter members of the Association, who welcomed the editors on behalf of the press. At this point Prof. L. R. Herrick favored the company with a splendid trombone solo, Miss Usilton accompanist, which called forth great applause. Col. J. W. Averitt, of Cumberland, made the response, upholding his reputation as a speaker and well-posted gentleman. Major-General George Hadaway, of Easton, was called upon and responded with a speech that was brilliant from beginning to end, sparkling with wit and provoking peals of laughter.



Denver, August one, nineteen hundred.

The Smith-Brooks Printing Company cordially invite you and your wife, or your sweetheart, or your best fellow, to join them and their employes on their complimentary Wayzgoose (Printers' Outing), at Dome Rock, in Platte Canon, Saturday, August eighteenth, nineteen hundred.

An early reply will be greatly appreciated.

ANOTHER WAY THEY HAVE IN DENVER.

Georgia upon its growth and enterprise, and said that it was destined to be called the Empire State of the South, as New York was of the North. His remarks brought forth repeated applause from the Georgians. H. H. Cabaniss, President of the Georgia Press Association, responded in a happy vein, telling a number of good stories. He promised the hearty co-operation of the Press Association.

* * *

The members of the Maryland Democratic Editorial Association visited Kent County following their meeting in Baltimore and enjoyed a famous oyster and fish supper on board the steamer on the way to Chestertown, at which

AMERICAN PRINTING EXHIBIT AT PARIS.

Barnhart Bros. & Spindler have letters from Capt. John H. Porter, in charge of the Model American Printing Office in the Paris Exposition, which give some interesting facts and show, as Capt. Porter expresses it, "how happy are we." Following are some of the suggestive points:

The French people like exceedingly the Americans and the American ways; the printers especially are favorable to American enterprises in their line, saying that they can get sorts, supplies, etc., quicker from the United States than they can from a foundry in the next street to them. The French foundries seem to have no idea of enterprise in the matter of new faces other than appropriating patented faces of ours, the English or the Germans; Italy is also a prolific pilferer of such faces. The sharpest competitor of America in France is Germany, who has the finest display in the exposition (next to ourselves) and far better than England or any other nation. England also is enterprising and persistent, but not popular and not up-to-date.

The type-casters in France get wages running from 40 to 50 francs per week—i. e., \$7 to \$9; many of them, boys and young men, get from 4 to 6 francs (or about \$1) per day. The Typographical Union scale is 39 francs per week (\$7.80). There has been a trifling addition of about half a dollar since the exposition opened, because all living expenses have advanced enormously. The number of heights, systems of bodies, lines, etc., are beyond belief. One type founder in Buda-Pesth made the statement to Capt. Porter that he casts type of 60 different heights and on four different systems of bodies. Other nations have similar methods. In Germany the large offices frequently have their own bodies, which are different from those of any other office.

Capt. Porter says the Simplex typesetting machine is one of the most attractive parts of his exhibit, and people are around it all the time. The Model American Office is, perhaps, the most visited of any of the exhibits in that pavilion. An eminent French printer said to Capt. Porter: "You see here twenty-two of the representative printers of France intensely interested in an American exhibit. Nowhere else and at no time have I seen five gathered at the exhibit of any other nation."

The French printing machinery on exhibit is very bad, astonishingly bad, while Germany has a superb and extensive one; the English exhibit is very small and inferior to the German display; the Germans use movements on their cylinders which have long been discarded by us—the old railway stop cylinder type—but their construction is of the best. They have nothing like our Gordon press. The French effort at the Gordon type of machine would "tickle a goat"; one can scarcely imagine such eccentricity of design for so simple a purpose.

Capt. Porter was one of the first to get his exhibit in shape, but was hampered in every way by red tape and officialism; he has occasion to use all his suavity and adaptability, for he is called upon for every imaginable thing, such as locating Americans he never heard of, outlining sight-seeing tours in the city to last a week and embrace everything seeable; has to look up the best route to London and Lucerne, and in the next breath give information concerning the place where Scotch whisky can be found in the national pavilion and help a woman hunt up her lost husband. He meets daily in the exhibit Russians, Greeks, Hungarians, Germans, Italians, South Americans, Belgians, Swiss and other printers.



The following from India shows how far-reaching is the trade of the United States and how world-wide is the fame of the chalk plate process of engraving by the Hoke Engraving Plate Company, of St. Louis:

Calcutta, India,
114 Upper Circular Road
June 5, 1900

Dear Sir,

I shall be extremely
Thankful to receive your
Catalogue of Stereotyping mach-
inery &c &c, with as much in-
formation as you can give, on
the subject.

Kindly address me as
below.
I am truly yours
J. N. Bose

Private Secretary to
His Highness The
Subaraj of Tipperah,
AGARTALA,
INDIA.
BENGAL
INDIA.

The Hoke Engraving Plate Co

A LETTER FROM INDIA.

This process, deservedly popular as well as noted, was the first in existence for the illustrating of current news. It was invented by James W. Hoke, the father of Charles H. and William E. Hoke, the President and Secretary, respectively, of the present company.

The process has been put to all kinds of tests and never fails to do the work desired. A good newspaper portrait or cut, in illustration of some accident or current event, can be drawn and made ready for the press in twenty minutes, and enough plate surface to make an ordinary one-column cut will cost only from 12½ to 15 cents. The outfit is most simple and the cost very small. Every newspaper man should investigate this process and we believe that it should be in every newspaper office. It is the day of illustrations. Pictures talk more quickly than words, more interestingly and often more intelligently.

The one concern which has specially catered for newspaper men's trade has built up a big business and a first-class reputation. We refer to F. Wesel Manufacturing Co., 82 Fulton street, New York. Get their catalogues. They issue a catalogue of equipments for linotype offices, a catalogue of printing materials, a printing material catalogue. This concern is always a few steps in advance of competitors. "Wesel Quality" is a recognized standard of the nearest approach to perfection. The Wesel-self-inking proof presses, for use

in the better class large offices; stereotyping outfits of superior grade, linotype equipments, brass rules, chases, galleys and a thousand other articles (not to exaggerate) are included in the output of this concern.

The Goodson Graphotype Company having decided to vacate the position of General Manager, Mr. John H. Williams is no longer connected with that company. Mr. Charles L. Spier, the Secretary, and former President of the Goodson Type Casting & Setting Machine Company, is the acting General Manager.

The Queen City Printing Ink Company of Cincinnati that has a fame won through a half a century of successful and satisfactory service to the printers, is just now opening up a new branch house in Boston, to better serve its New England customers. The store is centrally located in that city, being at 147 Pearl street, and all users of printers' inks will be cordially welcomed. The Boston house will be in charge of Mr. John O. Remy. A full and complete stock of the Queen City popular news inks, as well as colored and other printing inks of every description, are being put in and will be kept constantly on hand.

The NATIONAL PRINTER-JOURNALIST acknowledges the receipt of an advance copy of a new specimen book by Barnes-Crosby Company. It is a gem of artistic work in itself and shows a collection of engravings adapted to practical use as well as to uses of ornamentation. The highest art is the closest imitation of nature seen through the eyes of a true artist. There are, however, many things about this particular work which are better told in the following letter from those who designed and created it and know the whole motive, design and thought of its production than would be possible to be given by an outsider, hence the letter, with its valuable suggestions, is given in lieu of editorial comment:

CHICAGO, Aug. 15, 1900.

National Printer-Journalist, Chicago.

GENTLEMEN: We take pleasure in sending you herewith an advance copy of our new specimen book, which goes to you by this mail under separate cover. It was our purpose to make an engravers' specimen book totally unlike anything ever issued in this line. Not for the mere sake of originality, but because we believed by making it different we could make it better.

"Engravers' books have always borne a striking family resemblance. Away back in the early days of the art the parent book must have been born, and through all the years its progeny have followed in the beaten path.

"We judge the first engraver to issue a book desired to guard the secret of his craft from prying eyes, and since that time engravers' books have been chiefly remarkable for their lack of all information of practical value to the buyer. They have been a law unto themselves in make-up and typography; they have been printed upon an extravagant kind of highly plated paper, too expensive to be used for ordinary commercial purposes; the cuts have been worked up to a point that rendered them interesting as examples of hand tooling rather than specimens of photo-engraving. In short, the typical specimen book shows what can be done under extraordinary conditions, rather than what the customer may expect in the average run of his work.

"We set about making a book of our own, choosing the size convenient for our purpose, set a general style for the pages, and, then placing ourselves in the position

of a buyer of engravings, we asked questions and made the book answer them. We used a standard grade of enamel paper, such as is seen every day in good commercial catalogues; we selected subjects that had been made in the ordinary course of business for our regular customers, and under each cut we placed a line of type explaining its nature, the size of the screen and the character of the drawing from which the plate had been made. We did not try to compile a handbook of engravers' definitions or try to explain the processes of our work. We grouped the various lines together for easy reference and tried to show the results of our plant.

"It has been said that we have succeeded in producing the most useful specimen book ever issued. That is what we tried to do. The work is at least honest. It does not overstate our claims to consideration, and we are in the rather satisfactory position of feeling that we will not disappoint any customer who comes to us through the medium of the work shown in these pages. Very truly yours,
BARNES-CROSBY Co."

The *Advisor*, edited by Philips & Co., New York, is published for everybody in business or who desires to get into business. It is a monthly magazine of from 116 to 196 full sized magazine pages. It is full of good reading matter, tips and pointers on advertising in all of its branches. Its regular contributors are the most distinguished writers on advertising and business topics. The *Advisor* carries the best illustrations that money can buy.

The leading journalists, publishers, advertisers, advertising agents and business men everywhere are subscribers.

The *Advisor* Crystal Pen is always ready for use and does not scratch, spatter or blot. It is used by thousands of people who would not have any other kind. One dozen *Advisor* crystal pens, securely packed in order to avoid breakage in the mails, will be sent to those remitting \$1.00 for one year's subscription to the *Advisor*.

This special offer will last for a short time only—as the *Advisor* alone is worth more than \$1.00 to any business man, publisher or advertiser.

Do not delay. Order to-day. Money promptly refunded if publication and pens are not satisfactory. No offer could be fairer than that.

Sample copies of the *Advisor* sent to any address.

Address plainly,

THE ADVISOR, 1131-1133-1135 Broadway, New York.

The Philadelphia *Saturday Evening Post* is doing honor to the name of Benjamin Franklin, who founded the paper, and a grand service to the Nation. Its pages are filled with incidents in the lives and with the grandest thoughts of America's noblest and best men. Every issue is full of instruction and inspiration for young Americans, coupled with the highest and purest entertainment. It deals with live subjects and live people.

In a general review of the trust question the *Saturday Evening Post* gives a list of thirty combinations, each of which has a capitalization of over fifty millions of dollars. It says:

"These thirty combinations are credited with capital amounting to two and one-third billions of dollars. The entire general stock of money of all kinds in the United States, gold, silver, notes and certificates, amounts to about \$2,700,000,000. So that if all the four hundred combines in the list should try to turn their capitalizations into cash they would use up every penny of the Nation's money and then have only about 40 per cent of their demands. Indeed, the thirty corporations mentioned would nearly use up all our cash. Of course, we know that business is transacted mostly on credit and this gives an entirely different view of the case, but the comparisons show the real financial hugeness of the modern combinations."

Barnhart Bros. & Spindler report that foreign trade continues to increase and has assumed proportions they are proud of. This week they have shipped several thousand dollars' worth of material to Mexico, and the past month have shipped about \$5,500 worth to Havana, Cuba, and \$2,500 worth to Pernambuco, Brazil, with similar orders from Australia, Japan, New Zealand and even China. A large order has recently been received from Lucknow, India, and another one from Nottingham, England.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

EVERY EDITOR should have a copy of the History of the National Editorial Association. Write to National Printer-Journalist, Caxton Building, Chicago, inclosing \$1.00.

FOR SALE—One Hart's Numbering Machine, for cylinder press. Never been used. Write to "H," care National Printer-Journalist.

FOR SALE—Empire Typesetting Machine and Distributor, with complete outfit and about fifteen hundred pounds of ten-point Old Style Type. For samples and price address Isaac H. Blanchard Co., 268 Canal St., New York City.

FOUR GOOD JOB PRINTERS WANTED to win the \$50.00 offered in cash prizes for a cover design set up in type for the National Printer-Journalist. No engraving, but tint blocks may be used. The only condition necessary is to have your name on the regular subscription list. One year, \$2.00; six months, \$1.00; send for further particulars.

HOW TO AVOID LIBEL SUITS—A useful book, by John D. Missner. Fifty cents a copy. Write "M," care National Printer-Journalist.

WANTED—Two journeymen cylinder pressmen, one Gordon pressman, and one display job compositor; submit specimens of work and state wages expected; steady positions the year round; highest grade work required. The Republican Publishing Co., Hamilton, O.

WANTED—A second-hand Mergenthaler Linotype; a two-letter machine preferred; will pay cash, and might take two machines if proper terms were given. Address E. W. Stephens, Columbia, Mo.

WANTED—A first-class advertising man, one able to properly describe or set forth large manufacturing and commercial establishments after visiting the same and interviewing proprietors or managers. Address "C," care of National Printer-Journalist.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with Hoerner's "Little Wonder" Sharpener. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, \$2.85; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, J. S. Hoerner, Highland, Ill.



R. R. B. PADDING GLUE

GIVES THE BEST RESULTS. In 5 and 10 lb. tins; 16 cents per lb. ROBT. R. BURRAGE, Frankfort St., opposite Rose St., NEW YORK.

Law of Newspaper Libel

Discusses what can be done, as well as what should not be said. Revised to cover recent legislation and latest court decisions. By D. M. BUTLER, Editor Nebraska Legal News. Send for a copy—25 cents—to LEGAL NEWS, LINCOLN, NEB.

Chicago Roller Company, PRINTERS' ROLLERS

and Tablet Composition.

TELEPHONE (Long Distance) 86-88 Market St. Chicago.
MAIN 2926.

NOW is the time to order your Summer Rollers.

KAST & EHINGER

MANUFACTURERS OF

PRINTING INKS

OF EVERY DESCRIPTION.

..CHAS. HELLMUTH..

MANUFACTURING AGENT FOR THE UNITED STATES

OFFICE AND FACTORY: 46-48 E. Houston St., New York.

CHICAGO OFFICE AND FACTORY: Wells Bldg., 357 S. Clark St.

The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters
 Advice on Technical Affairs
 Hints on Everyday Work
 Suggestions for Special Occasions

News of Printers and Printing
 All about New Machinery and Appliances
 Descriptions of Improved Methods of Work
 Sample Jobs for "Lifting"
 An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.

Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort
 Press; London: 1 Imperial Building, Ludgate Circus, E.C.

"Short Talks on Advertising."

224 pages, 123 illustrations; sent postpaid on receipt of price.
 Paper binding, lithographed cover, 25 cents.
 Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,

Vanderbilt Building, New York.

"Mr. Bates' masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

"Excellent work."—Buffalo Evening News.

"Interesting and profitable."—Baltimore Herald.

"Lively and sensible."—Philadelphia Evening Telegram.

"Handsome and clever."—New York Press.

"Should be read twice."—Cleveland World.

"Should be on the desk of every advertiser."—Cleveland Press.

"Best thing we have seen."—Buffalo Express.

"Most practical and helpful."—Minneapolis Journal.

"Every advertiser may read with profit."—St. Louis Post-Dispatch.

"Mr. Bates has rendered a service to all progressive business men."—Philadelphia Record.

"Most interesting of all instructive books."—Buffalo Times.

"Full of ideas of value."—Cleveland Leader.

"Nothing humdrum or commonplace."—Buffalo Commercial.

"Full of snappy, commonsense hints."—Boston Advertiser.

"Striking and readable."—Baltimore American.

"Can not fail to prove interesting."—Pittsburg Press.

"Should be in the hands of every business man."—Philadelphia Ledger.

Three-color Process
 and Proving
 Inks a Specialty.

IMPORTERS OF

Bronze Powders
 and Lithographic
 Supplies.

\$20.00**\$15.00****\$10.00****\$5.00**

This is the way the PRIZES are
 graded in the contest for a cover
 set up in type for the National
 Printer-Journalist, Chicago, Illinois.



MONON ROUTE
 4 TRAINS DAILY BETWEEN
CHICAGO
INDIANAPOLIS
& CINCINNATI
 2 TRAINS DAILY BETWEEN
CHICAGO & LOUISVILLE
 PARLOR and DINING
 CARS on DAY TRAINS
 PALACE SLEEPING
 CARS on NIGHT TRAINS
 FRANK J. REED, Gen. Pass. Agt.
 CHAS. H. ROCKWELL, Traffic Mgr.
 W.H. McDOEL, Pres & Gen Mgr.
DEPOT
DEARBORN STATION
CHICAGO

ONLY LINE TO THE FAMOUS HEALTH RESORTS
WEST BADEN & FRENCH LICK
SPRINGS

High Class
ENGRAVING
and
ELECTROTYPING
175 monroe
street
Chicago

Phone
M-548

Samples
Submitted

Blomgren Bros
& Co

SANDERS

ENGRAVING CO.

HOLLAND BUILDING

ST. LOUIS

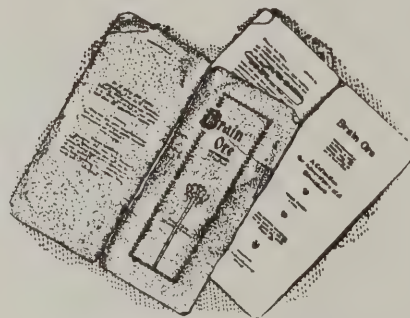
**ELECTROTYPERS
HALF-TONE ENGRAVERS
DESIGNERS & ZINC ETCHERS**

IF you contemplate using Engravings of any kind, send for Sanders' new specimen book, showing different styles of work with bottom prices attached. You will find our work perfect and prices very reasonable.

== HERE ==

IS

SOMETHING



for You, and your Friends, and your Customers.

EIGHT 25-cent copies of

Paul Point's "BRAIN ORE" Book

AND A YEAR'S SUBSCRIPTION
TO THE NATIONAL PRINTER-
JOURNALIST ALL FOR \$2.00.

"**BRAIN ORE**" is a 4x9-inch 36-page book of quotations from King Solomon down to well-known men of today. It is for advertisers, educators, and all other thinkers. It is a private text-book on how to do what you want to do. Get it, read it, re-read it, write on its margins, and paste clippings in it. The above picture is of a copy re-read—till the cover came off—by a man who claims it helped to increase his ability 25 per cent. *Single copies, 25 cents.*

National Printer-Journalist, Caxton Building, Chicago.

JOHN IMIRIE,

PATENTS

SEND SKETCH FOR
EXAMINATION.

605 SEVENTH STREET N. W.
WASHINGTON, D. C.

\$50.00

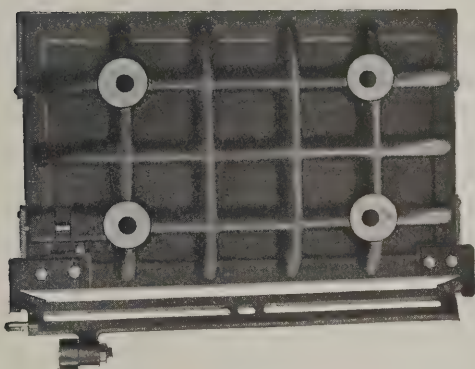
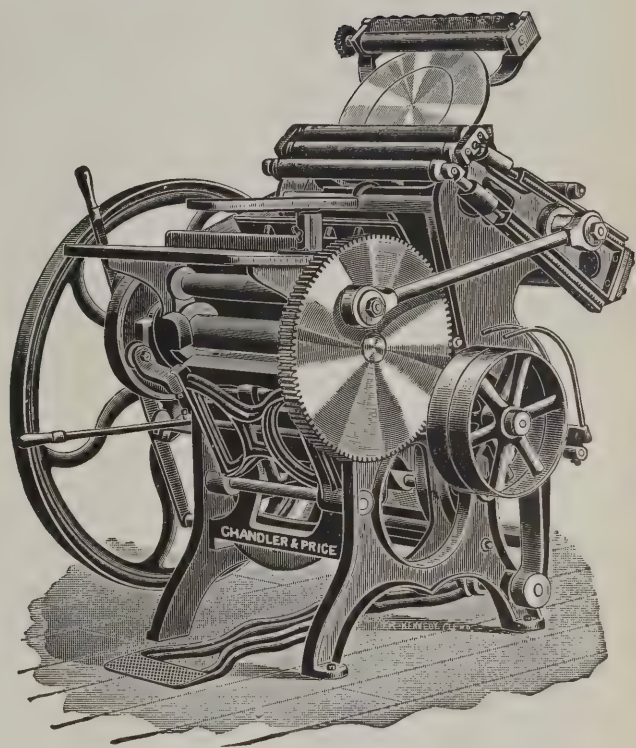
IN CASH PRIZES is offered
for cover design contest by the
National Printer-Journalist. . . .

Strength

IS AN ESSENTIAL OF A
PERFECT PLATEN PRESS.
IT IS ONE OF THE LEAD-
ING CHARACTERISTICS OF
THE

CHANDLER & PRICE..... **JOBBER**

ONE  REASON



Thickest at point of greatest strain.

IS FOUND in the construction of the platen. It has more metal than the platen of any other make of Gordon presses. The construction is convex, heavily ribbed, and thickest in the center at the point of greatest strain—as shown in the illustration. The tympan rests on a perfect surface and the gripper bars and platen ears are of malleable iron, a metal much tougher and more expensive than cast iron. The construction secures firmness, rigidity, perfect impression—making possible perfect register and perfect work in every way besides insuring



Durability

ONE OF THE CHARACTERISTIC
AND ECONOMIC FEATURES OF
THE CHANDLER & PRICE PRESS.

STRENGTH AND DURABILITY, WITH PERFECT MECHANICAL CONSTRUCTION, MAKE
A PRESS ALWAYS READY AND EQUAL TO ANY DEMAND OR ANY EMERGENCY.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, , , , OHIO, U.S.A.

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Do not fail to look through the advertising pages for the announcement of the \$50 Cover Contest of the National Printer-Journalist.

A Side Gauge

Thin as paper * * * * *
 Fastened quickly * * * * *
 Anywhere on the tympan * * * * *
 High wings that never grow weary * * * * *
 Latest models * * * * *
 No complaints * * * * *
 Outlast ten times their cost. * * * * *

These Flexible Gauge Pins are manufactured under Megill's Patent No. 438,382. This patent contains the broad generic claim, and any Flexible Gauge Pin made by another party would be an infringement.

Price 60 cents per dozen, either size or assorted.

SOLD BY ALL DEALERS AND

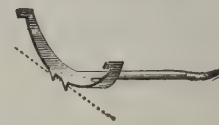
E. L. MEGILL, Patentee and Manufacturer, 60 Duane Street, New York.

that will enable you to use both grippers is a great TIME SAVER.

ASK FOR THE FLEXIBLE GAUGE PINS



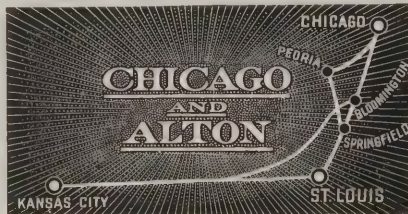
WITHOUT LIPS



WITH LIPS.



FOR RATES, MAPS, TIME-TABLES, ETC., IF YOU ARE CONTEMPLATING A TRIP, ANY PORTION OF WHICH CAN BE MADE OVER THE



"AMERICA'S MOST POPULAR RAILWAY."

GEO. J. CHARLTON,
GENERAL PASSENGER AND TICKET AGENT,
CHICAGO, ILLINOIS.

The Commercial Stamp Trade Journal

Is the representative paper of *manufacturers of and dealers in* Rubber Hand Stamps, Rubber Type and Price Markers, Self-inking Stamps, Daters and Numberers, Vulcanizers, Stamp Rubber and Cushion Mounts, Check Perforators, Cancelers and Ticket Punches, Stamp Pads and Inks, and Badges.

Stencils, Steel Stamps and Brass Dies; Brass, Aluminum and White Metal Trade Checks, Aluminum and White Enamel Letters and Figures, Seal Presses and Notary Seals, Engravings, Autographs and Logotypes, Photo-Engravings and Electrotypes; and various kinds of Office Supplies and Metal Bodied Type. The paper circulates in every civilized country of the globe and is working in the interests of a world-wide trade. If you want any information in our line, send \$1 for a year's subscription and we will do all we can to answer your queries. Sample copies 10 cents each.

Address COMMERCIAL STAMP TRADE JOURNAL CO., 132 Market Street, Chicago, Illinois.

ARTISTIC PUBLICITY CONTEST

Profitable Advertising and Art in Advertising, *The Advertiser's Trade Journal*, offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address, Profitable Advertising and Art in Advertising, Boston, Mass.

Faster than ever to California

Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.



Tympalyn saves make ready
SEND FOR DESCRIPTIVE PAMPHLET
The Tympalyn Company
ARTHUR S. ALLEN, PRESIDENT.
FORREST E. LOVEJOY, BUSINESS MANAGER.
22 HIGH STREET, BOSTON, MASS.

Learn Ad=Writing
If you are a business man and get or want to get business by any kind of advertising, and want to know how to Advertise and make money for if you are an employe and expect to go into business for yourself, or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent you FREE.
Address Advertising World Publicity Club, Columbus, O.

\$50.00 IN CASH PRIZES is offered for the four best Type Cover-Page Designs submitted by subscribers before November 10, 1900. Write for rules of contest to "Contest Editor," National Printer-Journalist, Caxton Building, Chicago, Ill.

Subscription Price, \$2 a year. Single copies, 20 cents.

1000 FREE CATCH PHRASES & IDEAS.
A Little Book Worth its Weight in Gold To All who Write Ads., Circulars, Show-Cards, or other Business Literature. The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address The Advertising World, Columbus, Ohio.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

National Ad Setting Co., Fourth Floor, Caxton Bldg, Chicago. Electros furnished.

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Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

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Sprague Electric Co., 527-531 West 34th St., New York.

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Bright's "Old Reliable" St. Louis Electrotypes Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

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National Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

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Black & Clawson Co., The, Hamilton, O.

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American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

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Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

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Very truly yours,

THEO. L. DEVINNE & Co.

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greater covering and lasting qualities freer from smut and set-off than can be obtained elsewhere. An ink that comes nearer perfection than that produced by other makers.

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SEND TO US FOR ANYTHING IN THE INK
LINE. WE WILL BE PLEASED TO SEND
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ON THE FOLLOWING ORDER:

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Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

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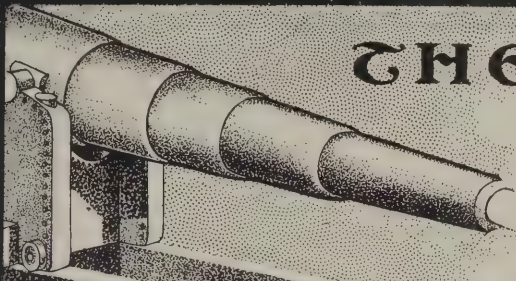
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Good Paper creates confidence

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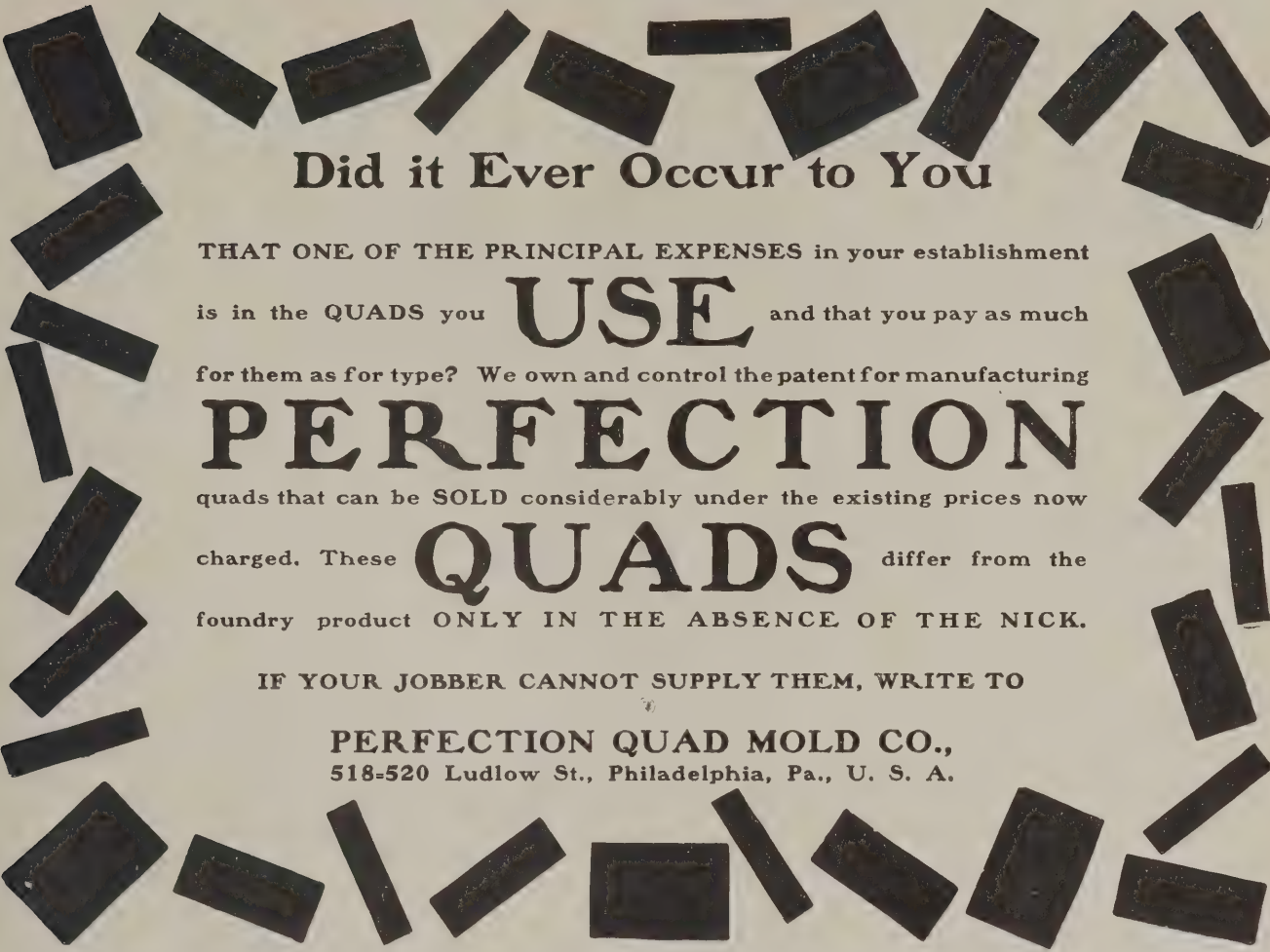
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THAT ONE OF THE PRINCIPAL EXPENSES in your establishment
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quads that can be SOLD considerably under the existing prices now

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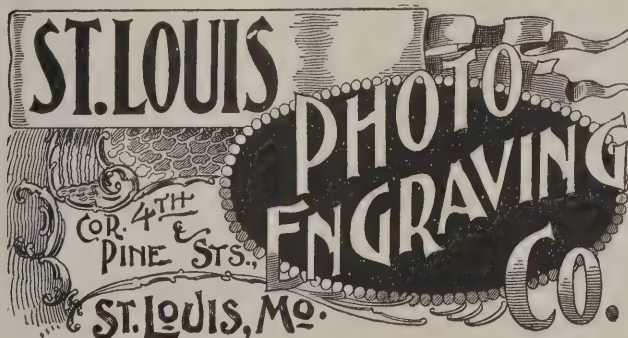
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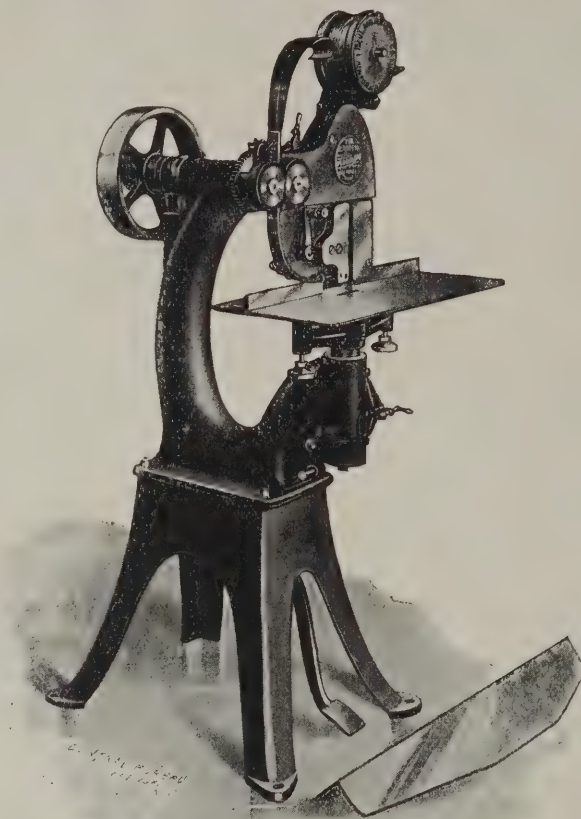
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OF SUPERIOR QUALITY

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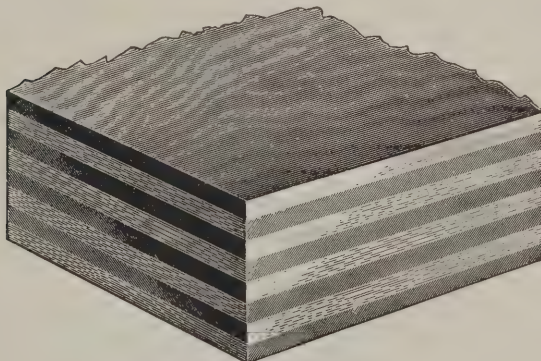
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THE NEW MOUNTING LUMBER.

THIS mounting lumber has recently been placed on the market by us, and it has met with unprecedented success. Electrotypers have at once perceived its excellent qualities, and its superiority for large plates. Being constructed of several layers of wood, in which the grain is crossed alternately, it cannot SHRINK, SWELL or CRACK. An important feature of this backing wood is its ability to withstand a long and heavy run under a large plate, without giving way in the center and showing a light print. This has



LAMINATED MOUNTING WOOD.

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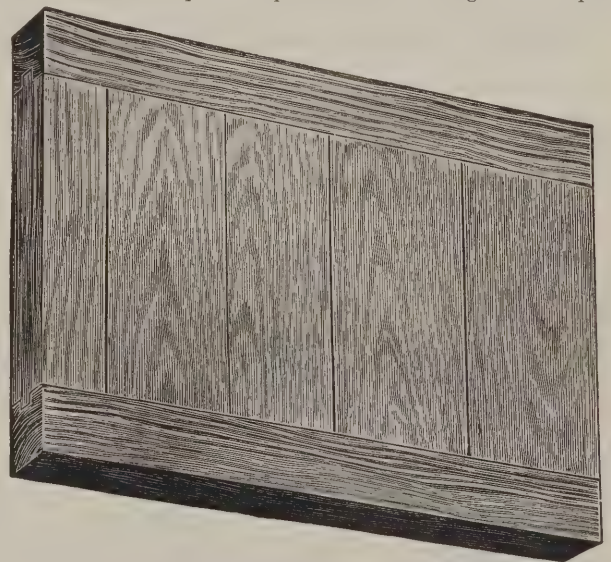
MADE from well selected stock, free from all imperfections, planed $\frac{3}{8}$ -inch in thickness or thinner, at regular price. Put up in packages of 100 square feet in assorted widths from 3 to 10 inches wide. Special widths and heavier thicknesses can be furnished at special prices. The unprecedented success of our popular Birch Backing wood is most gratifying. It is the cheapest backing wood ever put on the market, and at the same time it is one of the best. Some of the most extensive engraving establishments are using this wood exclusively on all regular work, to the satisfaction of themselves and their customers. For all ordinary work we fully guarantee it equal to the best cherry wood.

Price, Birch Backing, per 100 feet, f. o. b., Two Rivers, \$ 6.00.
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FOR large plates and in book work where a number of uniform boards are required that are too large to mount on the ordinary uncleated backing, owing to the liability of warping, we recommend this improved cleated backing and will fully guarantee it to give perfect satisfaction. It is made of clear, selected stock, free from all imperfections of any kind. The workmanship is first-class and it is strictly a high grade backing wood.

A good plate is worth a good mount. The few cents that a good mount costs over the price of a poor one cuts little figure in compari-



PANELED MOUNTING WOOD.

son to the satisfaction derived from sending out good mounts, or the customers' satisfaction in the use of them.

We make these paneled blocks in two foot lengths, and put them up in any width desired. We usually have them ordered with half inch variations. This is a perfect backing for large cuts. It is guaranteed not to warp under any circumstance. Price per square foot, 20 cents.

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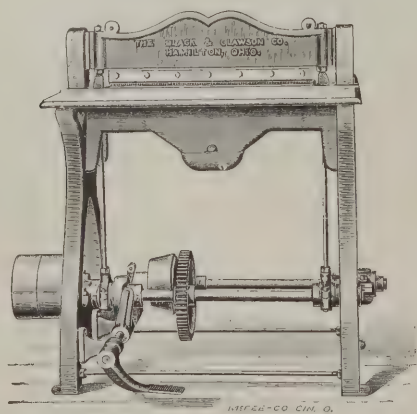
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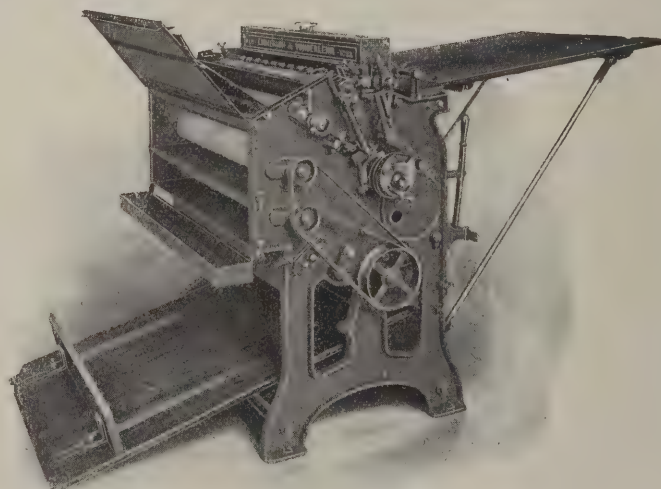
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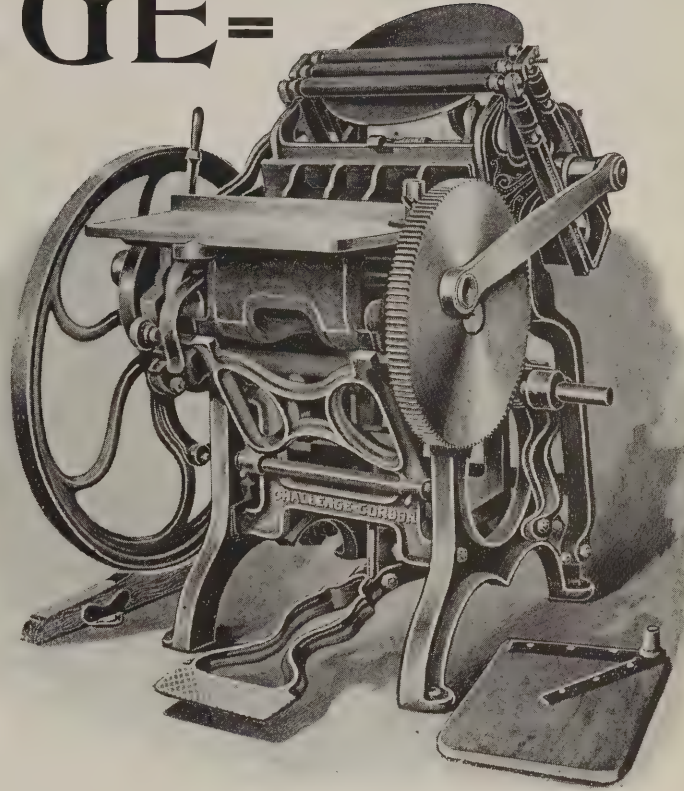
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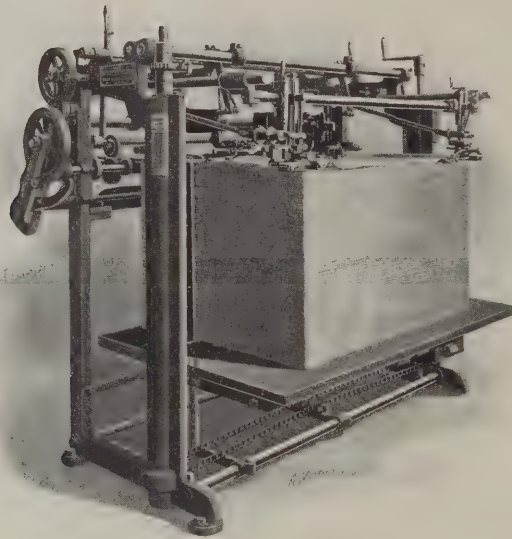
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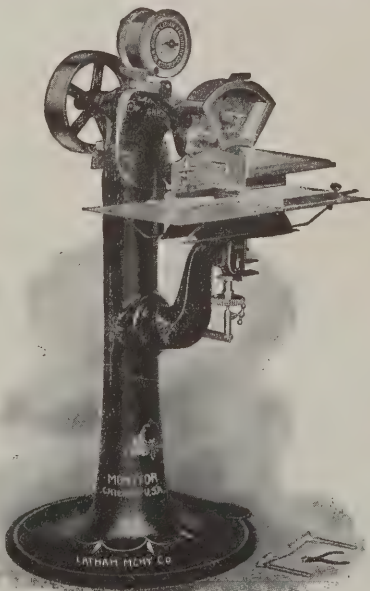
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NEW YORK STORE
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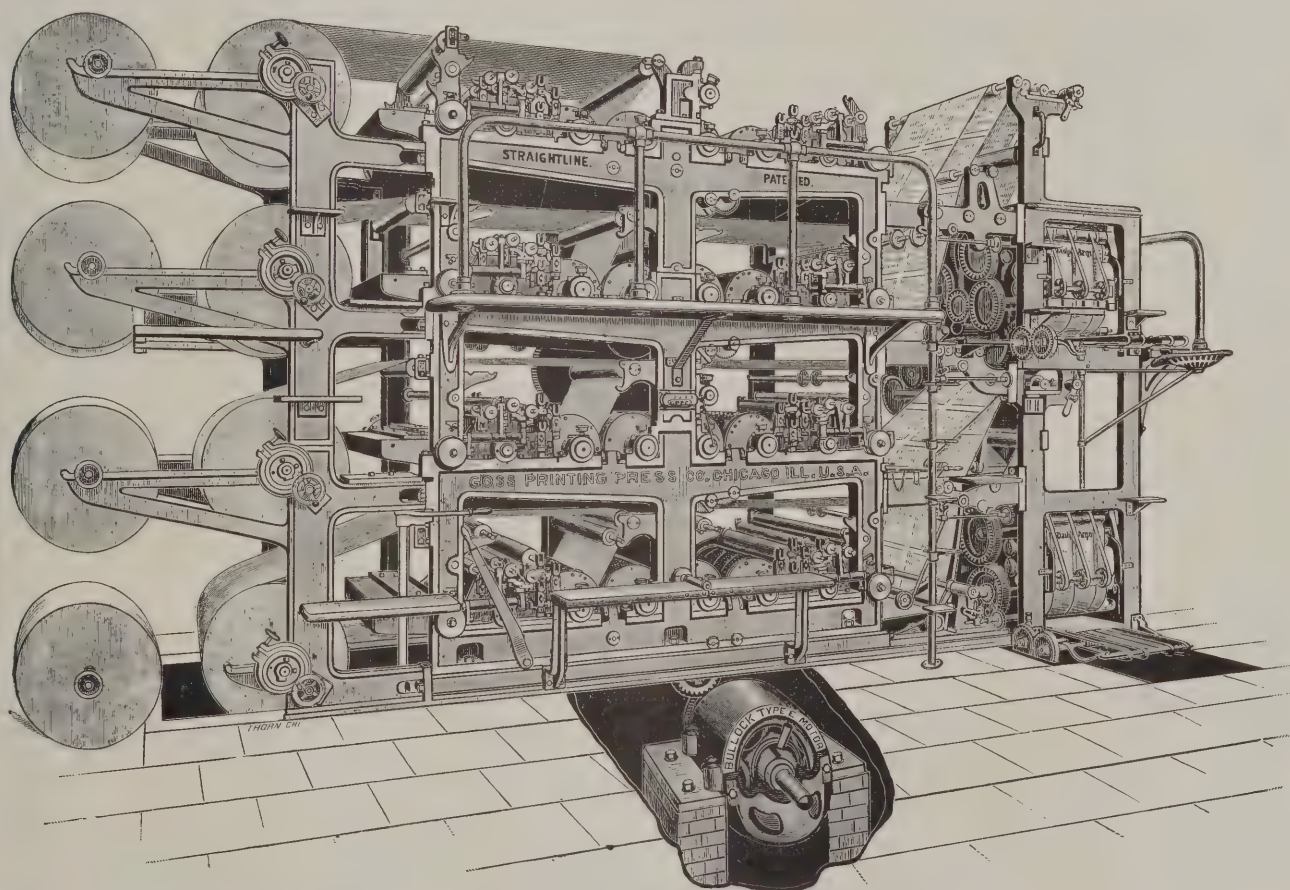
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Is your office lighted with tallow candles? Why not?

Would you estimate on presswork if you had but a hand press? Why not?

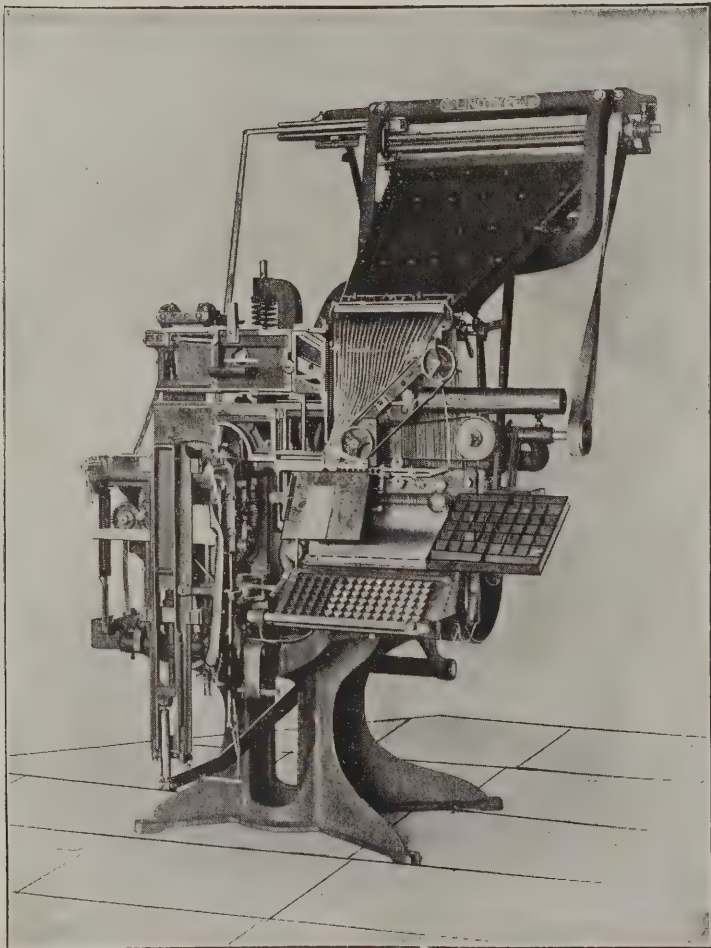
Can you compete by methods 400 years old in your composing room?

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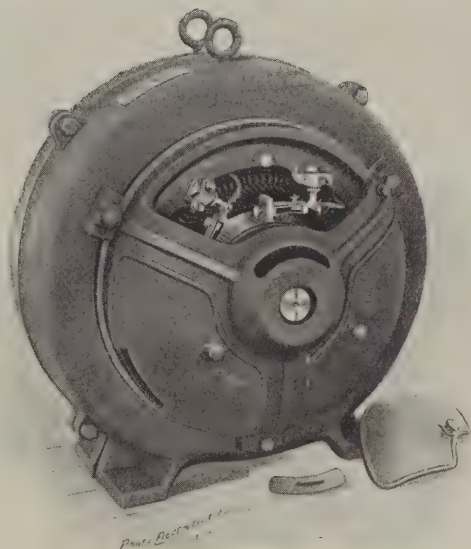


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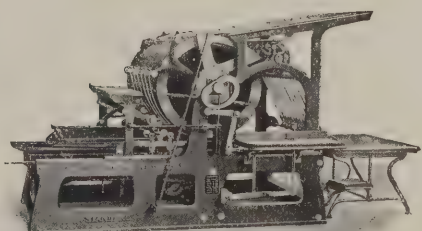
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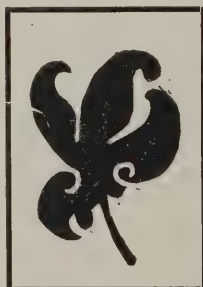
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NATIONAL PRINTER JOURNALIST

*A Journal for
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CHICAGO, OCTOBER, 1900.

NO. 10

Buffalo Printers and the Pan-American Exposition.

A Brief History of the Typothetæ of Buffalo — The Graphic Arts at the Great Exposition of 1901.

THE TYPOTHETÆ OF BUFFALO.

FRANK W. HEATH.



URSUA^NT to a call signed by a majority of the employing printers of Buffalo, a meeting was held at the Mansion House, in that city, on Saturday afternoon, June 4, 1892, for the purpose of organizing themselves into an association.

There were present at this meeting Messrs. George E. Matthews, J. W. Clement, George R. Jones, Joseph Baer, George M. Hausauer, Frederick N. Burt, E. L. Burdick, George Sutton, A. T. Brown, H. L. Hart, John S. Wilson and John C. Adams. As guests from out of town who had come to Buffalo to attend the meeting in order to describe and explain the workings of the organization were Messrs. N. A. Shepard, Toronto, Ont., president of the United Typothetæ of America; E. R. Andrews, Rochester, N. Y., first vice-president, United Typothetæ of America, and James Murray, of Toronto, Ont.

The Typothetæ of Buffalo, "as a branch of the United Typothetæ of America," was at this meeting organized and officers elected as follows: President, Mr. George E. Matthews; vice-president, James W. Clement; secretary, A. T. Brown; treasurer, George Bleistein. The executive committee consisted of John C. Adams, George R. Jones, Joseph Baer, George H. Dunston, E. H. Butler, Ottomar Reinecke and Jesse Kittinger. Messrs. Clement, Brown, Jones, Wilson, Sutton and Burdick were appointed the committee on constitution and by-laws. The name, "Typothetæ of Buffalo," was suggested by George M. Hausauer, and on his motion it was adopted. At the next meeting, held June 10 at the Iroquois Hotel, the constitution was adopted and the following firms signed:

G. M. Hausauer, J. W. Clement, George Sutton, Frederick N. Burt, Baker, Jones & Co., Buffalo Electrotype and Engraving Company, A. T. Brown, Hausman & Schweigert, the Wenborne-Sumner Company, the Matthews-Northrup Company, the Buffalo Express, the Buffalo Type Foundry, Burdick Envelope Manufacturing Company, P. S. Lyman, Reinecke & Zesch, Kittinger Printing Company, C. B. Russell, W. H. Martin, G. H. Dunston, E. H. Hutchinson & Co., Haas & Klein, Adams & White, Bensler & Wesley, R. H. Thompson, Catholic Union and Times Publishing Company, Peter Paul Book Company and George Bleistein.

Meetings were held monthly at different offices of the members, and at each meeting applications were received from outside firms in the city for membership.

The first annual convention of the United Typothetæ of

America at which the Typothetæ of Buffalo was represented was held in Toronto, in August, 1892, at which the following members were accredited delegates: George E. Mat-



GEO. E. MATTHEWS,
President of the Buffalo Typothetæ.

thews, Ottomar Reinecke, A. T. Brown, George M. Hausauer and Jesse Kittinger.

Messrs. Matthews and Brown were re-elected to the offices of president and secretary, respectively, for the second year. December 9, 1895, Mr. Matthews was again re-

turned to the president's chair, and Mr. Herbert L. Baker was elected secretary, vice A. T. Brown, who was elected treasurer. From this date the affairs of the Typothetæ of Buffalo improved, and she forged ahead, taking her place in the front ranks of the local organizations. Meetings were held regularly in the parlors of the Republican League, usually preceded with a supper. Programme committees provided for entertainment, papers were read dealing with subjects of vital interest to the members, and discussions



FRANK W. HEATH,
Secretary-Treasurer of the Buffalo Typothetæ.

followed of great importance and value. Most of the success of the society from this time was due to the indefatigable work of Mr. Baker, who personally visited the members and kept alive the interest by constant work; surprises of some sort were in store for the members, and his bright, pithy circulars and communications did much to stimulate and strengthen our members. The birthday of Franklin was always observed by a banquet; a picnic was held in July or August of each year, and the annual meetings in June were celebrated with a dinner and vaudeville entertainment. With Mr. Baker as chairman of these entertainment committees and chief suggestor of funny things, and the able assistance given by R. L. Cox, James A. Pierce, A. B. Floyd and A. C. Van Duzee, there was never a picnic or banquet given by the society that was not a glittering success, evoking long descriptions in the city papers and ever alive in the minds of the members. The first programme committee appointed was Van Duzee, Chamberlin, Heath, Wright and Pierce. Subjects selected for the first year were "System of Apprentices," "Uniform Rules and Regulations," "Terms of Payment" and "Plan for Reporting Undesirable Customers." Great good followed the discussions on these subjects.

In June, 1897, Charles A. Wenborne was elected president and Frank W. Heath secretary. Mr. Wenborne held the office for two years, and was then succeeded by Mr. Matthews, who holds the office at this writing, Mr. Wenborne being elected vice-president, Mr. Heath still continuing the work of the secretary.

The impetus given the society during Mr. Baker's secretaryship was never allowed to relapse to any great extent. His system of work, entertainments, pleasant dinners, programme committees and debates were carried out, to the great emolument of the members. Other programme com-

mittees consisted of Messrs. Baker, Spendelow, Wright, Evans, Carroll, Burt and Clark. Subjects taken up were "Insurance," "Depreciation of Material in Printing Offices," "Cost," "Printing Office Bookkeeping," "Discipline of Employees," "Cost of Machine Work as Compared With Hand Composition," "Paper," "The Preparation of Copy and Office Style," "Order Blanks, Time Slips and Reports," "The Specialist in Printing," "The Large Office and the Small Office," "Uniform Prices and Terms on Law Work," "Uniform Rule for Charging Employees for Errors Made Causing Spoilage of Work," etc., "Cost of Job Press Work," and "Ideal System of Collections." These subjects were splendidly handled, and the members of the Typothetæ of Buffalo enjoyed a four years' course of study seldom permitted the printer. There was enough of novelty about it to prevent the meetings dragging, and the privilege of airing their own ideas was usually accepted by all the members, making the meetings lively and interesting.

In December, 1897, efforts were made to secure a lower rate of fire insurance for the members through the local Board of Fire Underwriters, but without success. Application was then made out of town, and as a result insurance premiums on printing plants were reduced 20 per cent on all printing risks in the city, the members of the Typothetæ saving often as high as 40 per cent. Rates on this class of insurance in Buffalo have never gone back to the point they were in 1897.

The early part of 1898 an effort was made to interest printers in towns adjacent to Buffalo in the organization and acting upon the recommendation of the United Typothetæ at its convention in Nashville, a Committee on Typothetæ Extension was appointed, consisting of Messrs. Heath, Van Duzee and Clark; printers living within fifty miles of Buffalo were invited to join the local Typothetæ, circulars and printed matter issued by the secretary were sent them, and as a result several additional members were gained from Tonawanda, Niagara Falls and Jamestown.

One of the pleasantest memories in the history of the Typothetæ of Buffalo is the banquet given August 20, 1898,



A. B. FLOYD,
Former Treasurer of the Buffalo Typothetæ.

in honor of its former Secretary, Herbert L. Baker, on his removal from Buffalo to New York. Over forty Buffalo printers and friends of Mr. Baker participated besides out-of-town friends; toasts were responded to by Ottomar Relnecke, Rev. John S. Wilson, James A. Pierce, A. C. Van Duzee and Frank W. Heath.

On behalf of the Typothetæ, Mr. Pierce presented Mr. Baker with a solid silver pitcher; the employees of Mr.

Baker gave him a large, handsomely-framed group portrait of themselves, and Mr. Pierce, on his own account, handed him, in a plush case, an elegant watch.

The most important work of the Typotheta of Buffalo, and that which will make its works more widely known, is its connection with the Graphic Arts Exhibit of the Pan-



FORMER SECRETARY HERBERT L. BAKER.

American Exposition to be held in Buffalo in 1901. Through the efforts of the society a building to be called The Graphic Arts will be devoted exclusively to the display of machinery, processes and products of all branches of the printers' art, which include paper making, type founding, printing from type, printing from stone, stereotyping, electrotyping, bookbinding, blank-book manufacturing, ruling, engraving on wood, stone, steel, copper and zinc, photo-engraving, and photography. It is expected to be the largest and most comprehensive exhibit of the kind ever attempted.

As the Typotheta of Buffalo hopes to entertain the United Typotheta of America next summer in its annual convention, the Graphic Arts Exhibit will probably receive unusual attention and be easily found the most attractive feature of the Exposition.

THE PAN-AMERICAN EXPOSITION.

The NATIONAL PRINTER-JOURNALIST last month contained references to the Pan-American Exposition to be held in Buffalo May 1 to November 1, 1901, especially in relation to the division of "Graphic Arts," which is to be a very important and interesting feature of the Exposition, and appropriately so, for an exposition at the opening of the twentieth century.

It now seems timely and desirable to furnish more extensive information regarding Buffalo and the Exposition for our readers, especially for those who will attend the meet-

ing of the United Typotheta of America at Kansas City September 27, it being generally understood that the meeting of the United Typotheta is to be held next year at Buffalo during the Exposition period.

An explanation of the title "Pan-American" is first in order. The first broad and general use of the term "Pan-American" was made by the famous American statesman James G. Blaine, in his efforts as Secretary of State to promote reciprocity between the United States and the Republics of Mexico, Central and South America. At his instigation a Pan-American Congress was held in Washington in 1890, at which nearly all the Latin-American Republics were well represented, and it was in line with and growing out of this "Pan-American Idea" of Mr. Blaine that the proposition to hold a great "Pan-American" or "All-American" exposition at some point of the Niagara frontier was discussed at the International and Cotton States Exposition held at Atlanta in 1895. It was then generally admitted that an exposition to be participated in by all the countries of the Western Hemisphere would have the merit of originality and would give the people of the New World an opportunity to illustrate in an effective manner the material progress of the nineteenth century, and also to bring the people of North and South America into more favorable social and commercial relationship than had hitherto been possible. It was reasoned that the United States was abundantly able to supply the trade markets of Central and South America, so long monopolized by Great Britain, Germany, and other European countries, and that a Pan-American Exposition would afford admirable opportunities for creating favorable trade relations and making the people of Central and South America better acquainted with the manufacturing and commercial facilities of the United States. This would apply with special force to the paper-making, printing and engraving industries of the United States.

The statistics of the foreign commerce of the United States show that our trade with South America is most insignificant. The suggestion made at Atlanta for a Pan-American Exposition has led to practical results of most gratifying character. The tremendous work necessary to insure the success of a great exposition is well under way in every department, and while the Pan-American will not be as large in the extent of grounds occupied as that of Chicago in 1893, it will in many respects be more attractive and interesting.

The Pan-American Exposition has received the hearty encouragement of the United States Government, of Canada, Mexico, and nearly all the Republics of Central and South America, all of which will be represented by splendid exhibits.

The Exposition Company, which is a public organization, has abundant financial resources to carry out the Exposition on the liberal lines laid down. The general scheme of the grounds and buildings, as the result of a consultation of the Advisory Board, comprising some of the most promising architects of the country, is different in its general character than that adopted at any previous great exposition and possesses special features of novelty and attractiveness.

The site selected comprises 350 acres, and is most admirably located both as to its topography and the facilities for reaching it from all points of the compass. The principal buildings instead of being classical and monumental as at Chicago are being treated in the style of free renaissance, classical in spirit, with columns and entablatures not for architecture, but for decorative purposes. The tile roofs of the buildings will show a semi-Southern effect, with overhanging eaves supported by brackets, giving quaint shadowy effects, etc., and on exterior surfaces all color possible will be used. There will be a great deal of sculpture, partly decorative and partly figure work. Flowers, shrubbery, trees, canals and lagoons will be liberally used to enhance the landscape effects. It is intended to obtain a very gay and brilliant ensemble as compared to that of the World's Fair. The principal buildings will be those for Machinery, Transportation, Manufactures, Liberal Arts, Agricultural, Horticultural, Forestry, Mines, Ethnology, and the Graphic Arts. There will also be a magnificent Electric Tower, a splendid Temple of Music, and a Stadium for open-air displays and athletic sports, with a seating capacity for 25,000 people.

The United States Government is erecting a capacious and attractive building in which the exhibit will be more

extensive and interesting than any that the Government has hitherto made, and it will include unique displays from Cuba, Porto Rico, Hawaii and the Philippines.

The State of New York is erecting a fine building which will be a permanent structure, and after the Exposition will be devoted to the use of the Buffalo Historical Society.

The Art Gallery, which is being erected at the expense of a Buffalo citizen, will also be a permanent structure.

Electricity will be most extensively used for motive power, for lighting the grounds and buildings and for night illumination purposes. The plan decided upon is more than twice as large in its scope as that of Chicago, 1893, and Paris, 1900, combined.

In the matter of exhibits the policy has not been to obtain a larger number, but the very best, the aim being to secure such exhibits as will best serve as illustrations of American enterprise, ingenuity, adaptability and artistic taste. This will apply to all departments.

As already suggested, electricity will be one of the most prominent features of the Exposition, and among the exhib-

the means to enable them to visit Buffalo in 1901 will be vastly greater than were those who were financially able to go to Chicago, where, had the conditions been more favorable in 1893, the attendance certainly would have been vastly larger. In considering the advantages of Buffalo and its attractions, its position on the historical Niagara frontier and its proximity to the perennially attractive Falls should not be overlooked.

From the beginning the only man considered by the Exposition authorities for Director-General was the Honorable William I. Buchanan and the Directors of the Exposition were greatly gratified when he consented to resign from the office of United States Minister to the Argentine Republic to take up the burdens and responsibilities of the management of the Exposition.

Mr. Buchanan, who was a National Commissioner from Iowa to the World's Columbian Exposition, was the first Chief of Department selected in Chicago, where he not only directed the affairs of the Departments of Agriculture, Forestry and Live Stock, but was a most sagacious and helpful



Lafayette Square, Buffalo.

its there will be others of special importance, including the Graphic Arts division already referred to, and a most comprehensive exhibit of all branches of ordnance from the works of extensive American manufacturers.

In subsequent numbers of the NATIONAL PRINTER-JOURNALIST the various divisions of the Exposition will be described from time to time.

Buffalo is most favorably located for holding such an Exposition, and the prospect that the attendance will be even larger than that of Chicago is excellent. Buffalo is the gateway of the enormous trade of the Great Lakes and the vast Northwest with the East. The passenger and freight traffic which passes through Buffalo by lake and rail is simply prodigious. Besides the great fleet of vessels which passes in and out of her fine harbor Buffalo is served by twenty-six lines of railroads. She is the center of a circle which within a radius of five hundred miles embraces a population of over 45,000,000. Since the Chicago World's Fair, there has been a material increase in the population, and the financial conditions have very greatly improved since 1893; therefore, the number of people who will have

advised in the general management of the Exposition, and was a recognized force in a large organization containing many strong men. The record of his work at that time bears abundant testimony to his uncommon executive ability.

In the early part of President Cleveland's second administration Mr. Buchanan was appointed United States Minister to the Argentine Republic—a mission that he filled with great distinction to November 1, 1899. As a diplomatist he is more widely and favorably known throughout the Latin-American countries than any known representative of the United States. During the latter part of his diplomatic service the Argentine Republic and Chile were brought to the brink of war by a long-standing boundary dispute. For a time a peaceful adjustment appeared to be hopeless. Finally a scheme of arbitration was devised, and Mr. Buchanan was made the arbiter whose decision was accepted as binding on both parties. His fair, judicial, tactful treatment of the questions in controversy inspired both Governments to convey to him expressions of their warm appreciation and high esteem. The facts regarding this happy



Showing Progress on the Pan-American Exposition Buildings in August of this Year.

outcome of an international quarrel that had long excited the countries of the Southern Continent made a strong impression on the people of those countries, and earned for the United States Minister an enviable reputation throughout South America. Among other results of his diplomatic service at Buenos Ayres was the successful negotiation of an extradition treaty and a commercial convention between the Argentine Republic and the United States.

When his invaluable individual experience at the World's Columbian Exposition, his rare executive force and his thorough knowledge of the conditions, customs and characteristics of the peoples of South America, Mr. Buchanan has come to the Pan-American Exposition singularly well equipped for the successful direction of its affairs.

As already stated, one of the leading purposes the Pan-American Exposition is to illustrate the material progress of the New World during the nineteenth century. In that connection the selection of the city of Buffalo as a location for such an exposition is singularly appropriate, as the history of but few cities in the Western Hemisphere presents more remarkable evidences of rapid growth and material progress than does the municipal record of the

that Erie County was erected, being separated from Niagara in 1831. In the last days of December, 1812, all but one or two houses of Buffalo were burned by the British and their Indian allies, so that the actual history of Buffalo practically began and the village was incorporated in 1813 and was rapidly rebuilt from that time. The first post-office was established in 1802, and the first newspaper, the *Buffalo Gazette*, published by Smith H. and Hezekiah A. Salisbury in October, 1811. Buffalo was first known as a shipping port in 1815, and the first steamer seen upon the waters of Lake Erie, the "Walk-In-Water," came into the port of Buffalo August 23, 1818. The Erie Canal, in which Buffalo has been always deeply interested as its western terminal, was begun in 1817 and completed in 1825. The first steam railroad between Buffalo and Niagara Falls was completed in August, 1836. In 1832 Buffalo was incorporated as a city and for nearly forty years thereafter had a healthy but not phenomenal growth until about the year 1870, when it began to roll up accumulatively astonishing additions to its population and to give evidence of becoming one of the greatest commercial and manufacturing cities of the world. The census of 1870 gave the population of



Main Street, Buffalo, showing Ellicott Square.

Queen City of the Lakes. The change from an Indian trading post to a beautiful city is a metamorphosis certainly not equaled in the Old World within the brief limit of 100 years. A century ago the only evidence of civilization at the foot of Lake Erie was a small collection of three or four insignificant buildings. The site was owned by the Holland Land Company and was first laid out in town and village lots in 1804 and the first lot—only half an acre—was sold for \$135. It was then known as New Amsterdam. About that time Dr. Cyrenus Chapin, who afterward became a prominent resident of Buffalo, came on from Oneida County and with thirty-nine other "respectable citizens" desired to purchase the entire township. This proposition was rejected, but Dr. Chapin and his friends materially assisted in promoting the growth and importance of the village, the name of which was changed to Buffalo Creek, and later to Buffalo, the name New Amsterdam not having found much favor.

In 1808 the County of Niagara was erected, with Buffalo as the county seat. It was not until thirteen years later

Buffalo as 117,714; 1880, 155,134; 1890, 255,647; and the census of 1900 will give 355,000 as the figures. The main contributors to the growth and importance of Buffalo has been the development of the great coal fields of Pennsylvania and the amazing development of the rich and vast regions of the West and the Northwest. Buffalo is the great eastern gateway of the enormous trade of the Great Lakes. At the head of the Erie Canal is the center of a concentration of great trunk lines of railroad, in the direct natural course of an enormous tide of traffic, Buffalo receives material benefit from all points of the compass. It is the great point of trans-shipment, the stopping-off place in the center of the continent, and may be compared to the junction of the small ends of two giant funnels, one stretching far westward, the other toward the rising sun. The products of half the continent, the mines, the forests, the fertile fields sweeping to the westward funnel, vessels and railroad trains passing through the narrow neck and paying well for the privilege, carrying out to the world beyond through the eastern funnel and sending in return



Showing Progress on the Pan-American Exposition Buildings in August of this Year.

over the same pathway the product of looms, factories, mines and many industries which are kept unceasingly busy paying for the wealth of natural product which the great West and Northwest yields to enrich the world. In recent years a new and most important factor in the commercial growth of Buffalo has been developed. It is the cheap electric power contributed by the forces of the current of the Niagara River and transmitted for use in Buffalo for lighting, street railway and various industrial purposes. With an area of forty-two square miles Buffalo has had and still has abundant room for growth.

An extended sociological chapter of Buffalo history could be written, but its details would be mostly of local interest, relating to pioneer experiences, to incidents of its harbor development and its lake traffic and in the daily life of clever men and women of no very especial prominence outside of their home spheres. Buffalo has been the home of two presidents of the United States, Millard Fillmore and Grover Cleveland, and has furnished to the state and national legislatures many men of ability. In recent years it has attracted capitalists and manufacturers from

\$300,000 building, and a new \$150,000 opera house will be opened this fall. In many other significant ways Buffalo is preparing, not only for 1901, but for a great future to follow.

The Exposition authorities have made a careful canvass of the city with a view to ascertain the hotel and boarding-house capacities, and with a result that the assurance is given that there will be no difficulty in satisfactorily accommodating even far larger crowds than it is expected will attend the Exposition.

PRINTING AND ALLIED TRADES EXHIBITS.

BUFFALO, N. Y., Sept. 9, 1900.

National Printer-Journalist Co., Chicago, Ill.

DEAR SIR: Printing and its affiliated arts have in all former expositions been scattered in a disconnected fashion through many divisions, such as machinery, manufactures, liberal arts, fine arts, etc., and the result has been that the general public has lost sight of the true wonders and scope of the art in its entirety, and those professionally interested



Buffalo Harbor.

all points, its social life has grown more refined, and art, science and literature are taking high rank in the estimation of the people.

Its Merchants' Exchange has within a year more than trebled its membership, and a dozen Business Men's Associations have been recently organized to watch over the local and general interests of the community. The first-named organization has a well-organized bureau to secure conventions and industries for the city and most effective work is being done in that direction. Several million dollars are being expended in abolishing dangerous railway crossings at grade; a new Government building and post-office costing \$2,500,000 will soon be ready for occupancy; several mammoth and well-appointed office buildings have been erected during the last five years; the principal hotel has just been improved at a cost of \$300,000; a new \$1,000,000 hotel is being erected and several others are receiving important additions. Work is under way on a \$20,000,000 steel plant, and the productive power of many important industries is being very largely increased. The Y. M. C. A. has outgrown its present quarters and will soon have a new

have failed to reach the full limit of pleasure in their specialty. The Pan-American affords an entire building to the graphic arts, and makes a separate division of the subject, as you will see by the enclosed plan and the classification. For a central attraction we propose to present a daily newspaper, complete in all departments, and around it group the approved exhibits of those who decide to co-operate with us.

In connection with the foregoing I wish to advise you of the general plan and scope of our enterprise and to offer, should you find the subject interesting, such further information as you may desire.

We will present the most strikingly beautiful of all expositions and the first great *selective exposition*. From the ground plan you may gain an idea of the general disposition of the buildings and the scenic attractions, and it is, for the present, enough to add that the electric tower will be 392 feet high and the electric display larger than the like display at the World's Fair, Paris and Omaha combined, and that the Grand Court will be twice the size of the Chicago World's Fair Court and one-half larger than the Paris 1900 Court. As a whole the Pan-American will not be so massive



Showing Progress on the Pan-American Exposition Buildings in August of this Year.

as the Chicago or Paris Exposition, but it will be quite large enough to tax the time and strength of the average sight-seer, and sufficient to show all that is worthily new or novel and the finest examples of standard productions in every line of resource and endeavor. Human strength is unequal to the task of seeing entire an exposition which affords space for the display of everything (irrespective of originality or special merit) in unlimited repetition and quantity to the warehousing or department store point.

The direct territorial scope of this exposition is North, Central and South America, the West Indies and the Philippines. Every Central and South American nation (save two only) has signified its intention to co-operate with us and show here examples of its resources and industries, this as against a total of four only represented at Paris.

We anticipate an attendance fully equal to that enjoyed by the world's fair, and to afford manufacturers the opportunity of showing their goods to more of our own people with the means to buy, and to more merchants from Central

their phrase that "Buffalo Inks Always Work." The buildings recently occupied by the firm were outgrown and a change became imperative, necessitating a removal a year ago to the large brick building situated at 1545 Niagara street; here have been installed new machinery with plenty of storage room, large, pleasant offices, making in all one of the most complete ink works in the United States.

Their travelers reach nearly every State in the Union and the business is growing rapidly.

* * *

The Buffalo Electrotpe & Engraving Company is owned by William Wilhelm and Andrew R. Koehler, and commenced business on July 1, 1890, being located for nearly ten years in the Root Power Building, but as the majority of Buffalo printers moved farther up town they concluded to do likewise. On April 1 last they moved into the Beecher Building, corner South Division and Ellicott streets, where they have a most complete establishment to accommodate their large list of customers from all over



Ivy Arch and Bridge in Delaware Park, Buffalo.

and South America and the West Indies than have ever yet been brought together at any exposition. This looks like a large proposition, but our reasons for making it are at your service if you wish them.

In the graphic arts I am extremely anxious to have everything represented which comes within the terms of our proposition, i. e., whatever is new or novel and worthy and the best examples in every standard line, and I am looking to those interested in the art to prove us right in our new departure.

May we look for your co-operation, and can I be of service to you in determining the extent or manner?

For any inquiry I promise a prompt and cordial response, and I remain, dear sirs, yours very truly,

R. C. HILL, Assistant Superintendent.

THE PRINTING INDUSTRY IN BUFFALO.

The Buffalo Printing Ink Works has long been known as a model establishment of its kind, ever abreast of the times with an eye open to any improvement that might prove of benefit and value to its customers. The life-long experience of both its proprietors, E. F. Rycken and R. E. Pollock, in the ink business gives additional might to

the country in their respective lines of wax and wood engraving, halftone and zinc etchings and electrotyping.

* * *

The Buffalo branch of the American Typefounders Company is one of the leading business institutions of that city, and is very conveniently located at 45 North Division street, in the Caxton Building, which is also the home of several of the printers of that city. The stock of type which that company sells from comprises all the leading and most desirable faces as cast by its several foundries throughout the country.

In addition, a large and complete assortment of machinery and material for both printer and bookbinder is found, and rebuilt second-hand machinery, consisting of cylinders, job presses, paper cutters, folders, wire stitchers and other articles attract the attention of intending purchasers. By keeping posted with the latest lists from other branches, they are in position to give full information and supply in the shortest time the best on the market in the second-hand line.

Printers will be well repaid by visiting that establishment and having an opportunity to examine the many useful and labor-saving devices that are offered for their

benefit. Latest improvements in the way of cabinets and wood goods are special features, and taken as a whole the variety and completeness of their stock equals that carried by houses in New York and Chicago.

Members of the craft will always receive cordial welcome, and those from out of town will find facilities at their disposal for attending to correspondence.

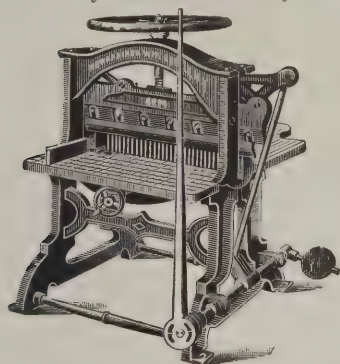
* * *

Is there a printer in the civilized portion of the world who is not familiar with the Hempel Quoin? Do they know it emanated from Buffalo, N. Y., that the inventor, Mr. Henry A. Hempel, resides in Buffalo, that Hempel & Dingsen (Mr. Dingsen being associated with Mr. Hempel in the manufacture of this boon to printers for over twenty-two years) are the only makers in the world of the genuine Hempel Quoins?

The proof of the value of this article lies in the many attempts of unscrupulous parties to counterfeit them, even stamping them "Hempel," with obvious intent to deceive. For the good of the craft we will state that the genuine Hempel Quoins are stamped IMPROVED and not otherwise. A gold medal has been recently awarded to Hempel & Dingsen at the Paris Exhibition for the most perfect and serviceable quoin in the world. They will be exhibited at the 1901 Pan-American, where you may look for a unique display, showing the evolution of the wooden quoin and fifty (50) varieties of quoins seeking to supplant the Hempel, without success up to date, however.

* * *

One of the old and important manufacturing establishments of Buffalo is the Howard Iron Works. Among its lines of manufactures in which the readers of the NATIONAL PRINTER-JOURNALIST are especially interested are hand and power paper cutters. The "Gem" Paper Cutter, of which an illustration is shown herewith, has a fame that has grown during the twenty-five years that it has been made by this establishment. It has stood every test and has proved its excellent qualities under all tests and through constant use. It has been improved from time to time. The "Gem" lever cutter was brought out and has been continuously manufactured by the Howard Iron Works under



The knife cuts perfectly true; clamp has free and quick motion; is supplied with back, slide and split gauges, and the lever can be adjusted to any position to suit the operator. It is provided with traverse finger, gauge and clamp for cutting narrow strips. It is a most simple, durable and perfect hand machine. The "Gem" is known as a very heavy, firm, compact and rigid machine, working easily and smoothly.

The Howard Iron Works also manufacture the "Victor" and "Diamond" hand and power paper-cutting machines. These, with the "Gem," are noted for excellent construction and proportions, simplicity; shear-cut motion of knife, producing an easy, smooth, accurate cut in any size or quantity of paper within the capacity of the machine. The other excellencies are, perfectly adjustable gauges facilitating the handling and cutting of small work, and making it practicable to cut the different sizes with a single stroke; convenient accessibility of all parts, allowing ready and accurate adjustment; positive motion of knife, without weight or chain to draw it back; automatic self-clamp, allowing adjustment to produce pressure from fifty pounds to five thousand pounds; indicator on clamp, by which important arrangement the cutting line on paper can be instantly

marked and which will also hold work positively in place during return stroke and clamp of knife; regulating position of knife by hand screw on top; noiseless and powerful friction clutch for operating machine. All the larger machines have gibs to take up the wear on the knife bar. It has been frequently said of these Howard Paper Cutters that "all that is required to make them last a lifetime and do good work to the last are proper oiling and the knife kept sharp."

Besides hand and power paper cutters, the Howard Iron Works manufacture book trimmers, embossing machines, hand, foot and power stapling machines and hydraulic and standing presses and backing machines. These are all made of the quality and completeness that characterizes the paper-cutting machines. Any one contemplating the purchase of any lines of paper cutters, or of other machines enumerated, will do well to write the Howard Iron Works for a descriptive catalogue. All who write will not only receive all the information required but also secure an excellent specimen of job printing in the shape of a handsome and artistic pamphlet descriptive of and clearly illustrating these manufactures.

* * *

Wood & Lowe Manufacturing Company, manufacturers of printers' rollers, steam paste, liquid glue, padding compound, etc., is successor to Henry L. Hart, an old and well-known member of the Typothetae of Buffalo, whose death occurred about two years ago. The business was first started in 1892 and has steadily grown to its present proportions. It has a large and increasing trade through New York, Pennsylvania and Ohio and with modern machinery and skillful workmen is turning out a superior class of work.

* * *

Reinecke & Zesch, publishers of the *Freie Presse* (a German daily), are running a large job office, occupying their own building at 352 Ellicott street. The business was established in 1854 by Mr. Reinecke's father, with a capital of \$80 and no credit. The only press was one built by Reinecke, Sr., of wood and iron, and bore a nearer resemblance to the early inventions when movable types were first used than to a modern press, but it served the purpose so well that on his death, twelve years later, Mr. Reinecke left his son a substantial business. It has since grown to its present large proportions under the able management of Mr. Reinecke and his partner, Frank S. Zesch.

* * *

A. H. Morey, occupying second and third floors of the Caxton Building, has as nearly a "model printing office" as it is easy to find—a splendid light, with wide, conveniently arranged alleys—cabinets of labor-saving rules, leads and furniture where needed; proof press, mitering machines, stitchers and all the devices used by the go-ahead printer of today are here found. It is a remarkably clean and well-arranged plant. Mr. Morey's work is particularly that of class publications, as he is a user of linotype slugs to a greater extent, perhaps, than any other printer in Buffalo. He also publishes law briefs in large numbers. A call by visiting brethren is solicited.

* * *

Another one of the larger printing concerns is the A. T. Brown Printing House, located at 45 North Division street and 150-152-154 Ellicott street.

The house was established some twenty-five years ago and in May, 1897, moved from their original establishment into their present quarters, which are far more commodious and comfortable.

They do a general job printing business in connection with fine book and halftone printing, of which they make a specialty, together with the publishing of several magazines and periodicals.

One particular portion of their business is the printing of medical works, for the handling of which they are well equipped. The *Buffalo Medical Journal* has been printed by them for the last nineteen years and they have in their employ at the present time men who have worked upon that publication for that period of time.

The establishment also operates a complete show printing and poster department, fitted for furnishing theatrical advertising paper of every description, outside of litho-

graphing. This is one of the largest houses in Buffalo, with the exception of the Courier Company, that make a specialty of this class of work.

Their plant is always open for inspection and any brother printer who may be in their city is invited to call upon them.

* * *

Mr. A. B. Floyd is one of Buffalo's young but energetic printers. He was a charter member of the Typothetæ and has always evinced a great interest in its welfare, and for several years has been the Treasurer of the Buffalo branch. He is proprietor of a printing establishment running six jobbers and one cylinder press, catering almost exclusively to high grade commercial work. The result of one of his latest efforts is the production of a guide to the city, "Ins and Outs of Buffalo," which draws forth words of praise wherever seen. We are indebted to him for the use of several of his engravings which are shown in our descriptive matter of Buffalo. His book comprises about two hundred pages of descriptive matter, including a fine story of the Pan-American Exposition, a sixteen-page section of Niagara Falls, and nearly one hundred half-tone engravings completely illustrating the work.

He has been in business for himself about fifteen years and has built up a trade which any enthusiastic printer might well be proud of. He will be one of the craft to welcome the Typothetæ to Buffalo in 1901, and we hope many of our readers will make his acquaintance.

* * *

The printing house of G. M. Hausauer commenced business in 1882 at Nos. 483-489 Washington street, publishing in connection with a small job printing office a Sunday newspaper called the *Sunday Truth*. The firm was then known as the Sunday Truth Printing House. This firm was succeeded by Hausauer & Rappold, and still later by Hausauer, Plogsted & Co., who sold the newspaper and devoted their time entirely to job printing.

In 1894 Mr. Hausauer bought out his partners and has since then run the business under its present name.

In 1898 the building and the entire plant was destroyed by fire. Business was resumed at the present location in the Caxton Building, the old plant being replaced by the most modern machinery in composing room, press room and bindery, and today is in a position to compete with Buffalo's most foremost printing houses.

* * *

John I. Chamberlin, of 361 Washington street, is a good representative of the smaller printers. His business established some eight years ago, has steadily maintained its reputation for producing only the best class of work. Mr. Chamberlin has earned the *sobriquet* of "The Patient Printer" among his brothers in the Typothetæ by the uncomplaining manner in which he accepts disappointments and perseveringly adhering to his principle:

"Then take your fortune as it comes,

Whatever God may give,

And through the day

Your heart will say,

'Tis luck enough to live."

An invitation is extended to visiting printers in Buffalo to call upon him.

* * *

Langdon B. Clark, at 416 Main, is the proprietor of a neat little shop producing a good quality of work. Clark's menus, programmes and brochures are above the average in point of excellence; embossing and color printing are also among his specialties. He has been established since 1893.

* * *

A striking example of what push and energy, combined with sound business principles, will do in the up-building of a business is the plant of Mr. James E. Shaw in the Caxton building.

Mr. Shaw is a young man and gained his knowledge of the printing business in the "front office"; three years ago he started a shop of his own with a single eighth-medium press in a small room, up close to the roof; he has, since then, come down several flights, has six presses

and employs a goodly number of people, including an outside man and an artist to illustrate his advertising matter, of which he makes a specialty.

The work turned out is of an excellent quality and coupled with his well known devotion to his business and care of his customers' interests, is rapidly building up a trade that he may well be proud of. His trademark is an owl which stands on the words "Never Sleep."

The Proofsheet.

The Principles Involved in the Making of Proofreaders' Rules.

THE questions discussed at the August meeting of the Chicago Society of Proofreaders, and reported in your last number, are worthy of careful study. Before proceeding to the main object of this communication—the principles involved in the making of proofreaders' rules, which is always suggested to the writer on reading such articles and papers, as are here printed, I would refer briefly to the subjects discussed. First, then, as to collective nouns. I think it is a good plan, at least, for the individual himself to originate some rough-and-ready rules of his own for his guidance. These rules may not always stand the light of "higher criticism," but if they serve the purpose of (in the restricted horizon of the maker) helping him out at a pinch, they serve their purpose well, and for that reason are just of so much value—to that individual.

As to "collectives," we will take the words and put them in one class, such as: Civics, economics, politics. We will take another set and put them in another class, such as: Company, committee, board, crowd, etc. Another "set" and class would be words such as: United States, states general, etc. Now, to make it easy to "understand" why the first class should have a singular verb, we think to ourselves, taking one, for instance—civics. Is it a word that has a singular form that is a noun? The singular, civic, is not a noun, but an adjective. Hence the adjectival-plural looking noun takes a singular verb. As to the second set and class, Professor Willard has expressed our own rule exactly when he says: "Give them a singular or plural, according to the idea that has to be conveyed—whether the whole or the individuals of the whole is or are being considered" As to the set and class represented, for instance, by (the) "United States," let the reader supply the word "government" and he should have no trouble.

Now, these are common-sense "rules," that have always helped the writer. And he has endeavored to extend them into other directions in regard to spelling, etc.

In regard to the division of words—which theme will constitute the burden of what follows, I would at once say that I am among those who will dissent from the suggestion to have a rule adopted to have such a word as England divided on the "n." Now I am ready to take up the title-subject of this communication.

In the discussions on such questions I have endeavored to discover the principles involved in the conclusions arrived at by the various writers, so as to formulate some generally applicable rule from them all. But, so far, that seems to be impossible—there are so many varying views, and, therefore, principles. Universal unanimity is not likely to be secured. Failing that, every one should take a common-sense view of the matter, which would commend itself to the majority. Readers are likely to get bewildered by the abstruse disquisitions of the writers on these subjects, and when he has, as he thinks, "done" with the hair-splitting he is as much at sea as ever, in so far for a means of satisfying himself is concerned. An empiric rule—such as is well illustrated, I think, in the division of England on the "n" may be good to some, but it gives no aid, from sense, to make it even plausible to the user.

Now, what is the principle of the printer himself—apart from the proofreaders and disquisitioners—at the bottom of the division of words? As far as the printer is concerned, I might say, historically, none. I think I am right

in this—that originally printers allowed themselves to divide a word just as convenience dictated, or filled out the space by other means. It would, therefore, be interesting for some one to trace for us the steps toward the adoption and establishment of division, for the purpose of occupying the whole line evenly spaced. In doing this we would, for the suggestion of the investigator, ask him to remember what the typographic art has been called: “The art preservative.” What does that mean—*preservative* of what? That question needs hardly be answered. But, when the recommendation to divide such a word as England on the “n” comes up, it seems indeed time to bring it into prominence in such connection. The printers’ art is preservative of the pure fount of English undefiled as far as that can be attained by the changes inevitable as a result of its growth and the gradual change in meanings or applications of words. So long as words remain the same—are preserved in their historic form, just so long should the historical methods of treating them be preserved.

For a moment, as this touches on the perennial subject of change in spelling, I would stop to remark that the adoption of such method would reduce, in its phonetic “simplicity” the “language” to a meaningless appearance in type. Indeed, it might be asserted that the adoption of the phonetic craze would bring the language itself to a standstill. The language would be then ruled by chop-stick makeshifts, in which the alphabet would be forgotten, and our children would, like the Chinese, have to learn, or memorize a million of sounds and be taught to picture the form their representation took in “print.” This method would bring the language to a standstill, because where would be the reminiscent source of originating new words?

To return from a digression that is enticing, we indicated that what likely guided the first innovators in the art preservative in the attainment of prettier-looking lines by adopting as a means the division of words, would have been the principle found in the historic, linguistic, philological method. Now, that would not be strictly confinable to methods of showing the “derivation”; for, with the growth of language, changes had taken place in the words which obscured or complicated the derivation—as will appear immediately. So that, in pleading for the philologic method or principle to rule, that should be understood in its broadest bearing. And that involves the consideration of syllabication, phonetics and also the (literal) omission or addition of consonants in a word to secure the other syllables in the next line the means of securing the proper pronunciation of the same. As pronunciation is based on derivation, and as both of these are what the art preservative sought to preserve, we should follow the lead the art already suggests. Words are divisible on the syllable, but syllables cannot be divided. Syllables represent the units of language, which we seek to represent and preserve in some established form; all attempts to get away from that principle abuse the aim of the art preservative.

The pronunciation, the sound, the phonetics, of a word is often controlled, also, by the emphasis placed upon a particular syllable. The emphasis, falling on the syllable, *not* a part of it, we have to have a clear conception of what the syllables in a word consist, as seen in this disputed word England, about which we might quote the Englishman’s boast: “He knows not England, who only England knows.” No Englishman, we think we have no fear in asserting, ever pronounced his England as En-land. By pronouncing it thus would be the same as pronouncing and dividing the word printer on the pri, or prin. What printer who had the least pri-de in his a-rt wo-uld do so? Even though its pronunciation might be analysable into such phonetic sounds as preh (for pri), short, sharp sound (for pri); and, on the next line, inter (for nter). Illustrating this “principle” further, take the word getting. For the sake of pronunciation the extra “t” has had to be introduced, so that while ting on the succeeding line would be philologically wrong, it is permissible (in the word) for sake of preserving a proper sound. As far as adopting the rule for “n” on England is concerned, we might as well say that such words as mi-ght, ri-ght, ri-ghter, should be so divided. The division of writer on the “i” (wri-ter) can be explained on the same principle. The emphasis seems, in the first place, to be stronger on the wri; but the convincing reason is that the pronuncia-

tion on the next line has to be made (phonetically) easy; while, if an additional “t” had been inserted into the word itself it would have changed the pronunciation of the word from long wry-ter to short, sharp writer, as in critter. The same with such a word as biter.

Therefore we say that the hyphen on the “n” is no help to the pronunciation of England or English—the very reverse. The correct pronunciation of the word is, admittedly, Ing, more than Eng, but here, exactly, is where the art preservative has fixed the Eng, which represented originally—before the art preservative took hold, a sound of Ang (Ang-lé). There are to those who are appreciative of these remarks, three syllables to be taken into account in the word English—viz., Eng-l-ish, equivalent to Ang-le-ish. The word Scottish (Scott-ish, Scott-ish, Scot-tish) would perhaps have been a better one to have been discussed by the society. The writer cannot acquiesce in the dictum that dividing the word England on the “n” enables the reader to more easily pronounce the word. The lexicographers have ruled otherwise, and failing proofreaders to follow the aim of the devotees of the art preservative, the dictionary makers will likely survive the adopting of any such rule, and it is unlikely that they would accept such suggestion. Hence it would be better to follow the dictionary, preserve the aim of the art preservative and avoid adopting empiric methods founded upon apparently erroneous conceptions of pronunciation.

Adopt Professor Willard’s wise suggestion, if you will, which might be translated into the famous advice: “Don’t.” His advice is: “Avoid the difficulty by spacing out the line and making no division.” That is the common-sense rule that, failing all others, should be adopted as a “principle.”

ROBERT C. AULD.

Proofreaders and Proofreading.

CHICAGO, SEPT. 12, 1900.

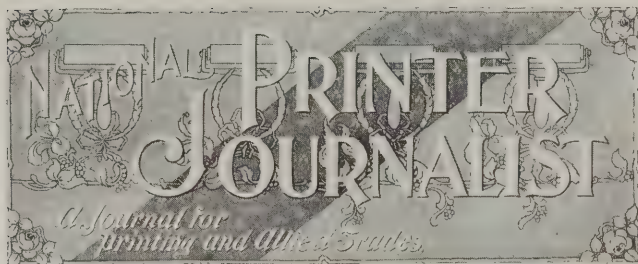
To the Editor of the NATIONAL PRINTER-JOURNALIST.

DEAR SIR: The Chicago Society of Proofreaders appear to be trying to “Americanize” the English language to an alarming extent, and I hope you will find space in your influential paper for a slight protest from an Englishman. There is no doubt in the world about proofreaders being more or less “faddy,” and even queer, sometimes. In proof of this I wish to say that during a long and varied career at the case I have scarcely ever met two proofreaders who agreed as to the dividing of simple words in common use. But when this alleged society of proofreaders begins to divide up old England in this manner it is time to protest.

Then, again, there is this collective noun business, which has been thrashed out over and over again, even in the New York Sun, still without a final decision being reached. The suggestion I would offer in regard to this question would be that the compositor “space out the line and make no division,” just the same as when called upon to divide En-land.

Many of the subjects discussed by this and similar societies are nothing more or less than a fad, and are an excuse for a few old namby-pamby washerwomen getting together and over the teacups “discussing” the advisability of making a change in the good old Eng-lish language. The best “style” that ever was introduced into any printing office was simply common sense, and it is a great surprise to me to think that such a dignified and high-class monthly as the Inland Printer would tolerate any such tomfoolery as “spelling reform” in its pages. Good, plain Anglo-Saxon does not need “reforming” by the Chicago Society of Proofreaders or any other set of faddists. Once a printing office attempts to get up “style” the troubles of the poor compositor begins, but if the matter is set on the machine the “style” does not cut much figure, for then it becomes a matter of economy, and the changes are forbidden by a higher authority than the proofreader on account of the waste of time, which never was the case with the poor piece hand, who was subject to every whim and meeting of these “style” makers. Let us have less “style” and more common sense; don’t let us “Americanize” everything on earth at one fell swoop, let a few of us at least protest and try and stop these people from running us “thru” and “thru,” and also see if we can’t do something to stop their “program.” Yours truly,

ANGLO-SAXON.



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BENJAMIN B. HERBERT, Editor.

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CHICAGO, - - - - - OCTOBER, 1900.

Delos F. Wilcox lately contributed a paper on the "American Newspaper" to the "Annals of the American Academy," in which he takes the ground that the press of a city reflects the social conditions. This may be true, if the press is a natural growth from the community and not an imported excrescence, supported by money-bags instead of by the good sense and good will of the people.



It is often a question how far the newspapers really reflect the character of a community. There are newspapers that are merely endured for the lack of anything better. Other papers reflect the vice and crime, the sensational events and scandals of a community or city or at least subordinate everything else to this class of news. These find patrons and readers, being very frequently bought with feelings of degradation and shame only from an overmastering curiosity to see what extent of sensationalism and folly will next be reached. A newspaper often reflects only the warped ideas or ideals of its publisher and the weakness and folly of human nature, that responds to temptation and made necessary the singular petition of the Lord's prayer, "Lead us not into temptation but deliver us from evil." The purest flower may blossom on a dunghill, and the dunghill no more represents the sweetness and purity of the flower than some newspapers represent the real character of the city in which published. Yet the filthy newspaper tends to the development of a low, filthy, vicious constituency. Familiarity with vice, vulgarity, falsehood, exaggeration, unreliability, "calamity-howling," croaking, suspicion and all the brood of nasty sensationalism is likely to create these very things. A man who for the sake of

creating a demand for filth will pander to human weakness, passion and credulity, leads men into constant temptation and should be made responsible for the crimes committed and the real calamities brought thereby upon individuals, communities and organized society or government.



In his article under the sub-caption of "A Study in Social Psychology," Mr. Wilcox takes 240 papers in the United States in different cities and from these infers something of the character of the cities. He finds that Chicago newspapers stand second in literature and nearly last in amount of space given to vice and crime, which, notwithstanding the size and the mixed population of the city, would place Chicago very near the top in taste for learning or literature and in morality or good-behavior. Chicago also gets the further credit of furnishing "the best average among leading newspapers of any great city in the United States." But what will seem strange to many readers is the fact that Milwaukee, the city made famous by beer and good cheer, stands first in the amount of space given to literature in its newspapers.



All people, and especially newspaper people, as representing all the people, are interested in advancing the cause of good government and securing honesty and economy in administration. The newspaper represents, or should represent, even from a business standpoint, the great multitude of taxpayers instead of the tax-eaters, infinitely smaller in numbers by comparison and still less worthy of consideration than numerically, in any real business, any paid advertising or profitable aid or support given to the press. In our new party platform last month we referred to how economy could be reached and much corruption be stopped and waste saved by having all fees paid into the public treasury and all officers paid only just and fair salaries proportionate to services rendered. We are glad to find that Brooklyn, N. Y., affords an example of an honest man and patriot, who is above being a public thief, though that thievery may be legalized by legislative enactments. His name is James R. Howe, and his name should be found in letters of gold over every newspaper office. He holds the office of Registrar of Kings County, N. Y., and the New York *Commercial Advertiser* of September 1 says of him:

"He was the only Republican elected to any important office at the last election. The office is not a salaried one, but the incumbent's income is fixed by the fees which are charged for work done by his office. When he found that these would probably reach the large amount of \$40,000 a year he stupefied the politicians by declaring that so much money was exorbitant; that the office should not pay him nor any other incumbent more than \$5,000 a year, and that even that was too liberal. He was regarded with increasing wonder when he consistently refused to take more than that from the office for his services. He could not find any legal way to refund the excess to the city, so he has since given all of it above the \$5,000 to various charities. At the last session of the State Legislature he had a bill introduced embodying his ideas. Naturally, it was defeated, though he worked hard to have it enacted. In view of these things and these days of self-seeking politics, it is scarcely to be wondered at that the latter-day politicians regard any man who has old-fashioned notions of fair dealing in public affairs toward the public that pays them as a dangerous lunatic, who must not be encouraged. Mr. Howe is an old resident of the Williamsburg section of Brooklyn, where he was a respected and suc-

cessful merchant for many years. The Brooklyn Republicans gave the country an object lesson in decent politics when they elected this sterling old business man to office."

What is free government other than a great business organization of the people for the doing of those things that can not be so well accomplished in any other way? Why should it be thought any less criminal to steal or to take extortionate fees from the people organized into a government than to rob any private corporation or business firm. Now if the newspapers of the United States will every one take hold of this question in their several communities, cities and states and work intelligently and unceasingly, they will accomplish a work for their country that will be more useful and glorious than would be the victories of all the armies that could be mustered. Such work would at the same time win fame, good will and success. Publicity is what is needed to work reforms in the Government as well as in all corporations created by the Government.



While every man should feel that he is the architect of his own fortune, he owes it to himself to preserve and to develop his own individuality and to reap for himself, for those dependent upon him, and for the community—that must be incidentally benefited—the best of fruits of individual development, endeavor and achievement. There is nothing, in all this, out of harmony with wise co-operation. Speaking of co-operation, one of the recent especial undertakings (for all modern life rests on co-operation) is the "Wage-Earners' Guild" of Boston. Why "wage-earners," any more than salary, fee, commission, or any other class of earners to whom health and wise economy are objects in life, is not stated. This "Wage-Earners' Guild" has for a leading object the preservation of the health and caring for the physical well-being of its members. The plan is to keep people well, and to pay doctors to help to this end, in place of the present foolish method of making a physician's income dependent upon the amount of sickness that exists or is imagined to exist in a community. It is the adoption of a line of health protection that has been in existence for several years in Germany and is now enjoyed by nearly 10,000,000 wage earners in that country. The plan is to give families on the payment of the bare cost—which has been ascertained pretty closely by the twenty years' experience in Germany—the care of an able physician and of an expert in sanitary matters, to keep them well, or to doctor them when sick at a fixed yearly salary, and also to provide a hospital where treatment can be given when the disease or injury is such as to make hospital treatment preferable. The weekly payments are from 35 to 40 cents each week for each member with no fees for admission. These payments cover the cost of sanitary inspections, advice of physician as to healthy living, medical and surgical attendance at home or in the Guild hospital, and the payment of \$500 to the family in case of death. The plan has worked so well in Germany in securing better health among employees that employers are said to pay willingly one-half of the fees. Here is a co-operation that we heartily commend to printers. Forty cents a week to keep yourself in health, to secure care in case of unavoidable sickness or accident and to leave \$500 to your family in case of death is worth a good deal more than the cost. Success comes through prudent forethought and provision. If you would follow the advice of a wise physician you would save more than the cost in the price of living and in avoiding the seeming necessity for stimulants, to say nothing of the added vitality and earning ability coming from right living.

THE SOLUTION OF DIFFICULTIES.

TERMINAL STUDIES BY ALBION GIRARD.

A judge was recently looking over some of my subjects and trying to select something to take with him on his vacation.

He ran his finger along the list till he came to one which read, "The True Solution of Our Difficulties."

"Give me something to read under that subject," was his request. I had to reply that while every printed thing I had might come under this subject yet I had nothing with this title.

He selected several things to read and I resolved to think on difficulties and try to write.

For some time I have known that a very good plan to follow when in any kind of trouble is that which I would suggest to a friend.

You can see through a difficulty so much better if it happens to be on the other fellow.

In solving difficulties it may benefit some individuals to stop and inquire of number one what would be done if number one only knew twice as much.

A Cleveland merchant said in a talk to men that when he was perplexed over anything he reasoned pro and con and then weighed the whole subject.

But another man told me that whenever he reasoned on any subject he always reasoned it into the ground.

I do not believe it would injure anyone to spend a thousand seconds every morning thinking on "*Know thyself and know thyself.*"

One is Pauline and the other Socratic, though I am not sure which is which.

This I do know: I can bat ball when I pitch the ball. My arms are long and my bat is long and light.

To stand and bat flies is my best recreation and it improves my reputation among those who watch the ball go.

But to throw a ball nearly paralyzes my arm every time I do it.

Now, don't you think I would be very foolish to stop batting ball and try throwing it for my sport?

Long walks, hearty meals, steady day and evening work are my enemies, and I know it.

A very little steady day and evening work will put me into a sick bed though I did not miss an office day on account of sickness for a five-year stretch.

I have read about a man who worked day and night for a week to save a fellow workman his position. That man and I are extremes on physical endurance, though I may be just as willing to help another as he was.

If reasoning pro and con improves my final judgment I had better reason pro and con.

However, if reasoning on a subject always reasons it into the ground I had better handle it by spontaneous intuition.

So you see I must know myself. That is the beginning of the true solution of my difficulties.

And to really *know* or know that I know requires the rediscovering of old truth.

I can hear it, talk it, read it, praise it, and yet not have a quick put-to-use grip on it.

When we rediscover an old basic we think so much of it that it gets in between the reflex action of our nervous system and ourself.

This month I received a very good story of how a man acquired concentration by discovering a plan as old as his ancestors.

But his discovery of it is what helped him make good use of it. If it had been forced on him he might never have used it.

Of course the way to concentrate your mind is to not let your mind wander, but he found that a little brain gymnastics every morning were necessary.

He says: "My mind, which was a rabbit-path leading nowhere, became a road leading somewhere."

All he did was to do voluntarily for a few minutes a day just what he wanted to be able to do involuntarily all the day—think effectively.

I can bat ball because I have batted ball because I like to bat ball.

But if I wanted to learn how to do something which I did not like to do I would do it a few times for a few times and repeat and continue.

Among the Associations

The Indian Territory Press Association met at Vinita on Friday and Saturday, September 28 and 29. At the close of the meeting the editors took a trip to St. Louis via Kansas City.



The publishers of the four Worcester, Mass., newspapers have formed a Publishers' Association with the following object and aims: To cultivate a just and proper spirit in business and other relations, and to secure harmonious action in matters of common interest to the newspapers of Worcester, Mass., and for the purpose of exchanging information, suggestions, etc., of mutual interest and value, and protecting and assisting each other whenever necessary. Will this be called a trust?



The Indiana Republican Editorial Association took its outing this year at Put-in-Bay Island and learned about Perry and his glorious victory. The Anderson (Ind.) *Daily Herald*, of which Wallace B. Campbell is editor and publisher, devotes a page to a most interesting and instructive account of the outing, adorned with halftone illustrations. This is a glorious country of ours and we can not participate in, or read an account of, one of these editorial trips without thinking that every dweller in this land ought to get down on his knees and thank God that he is an American.



The annual meeting of the South Dakota Editorial Association was held at Ortonville. The following were elected officers:

President—J. F. Halladay, of Iroquois.
First Vice-President—C. W. Ainsworth, of Plankinton.
Second Vice-President—F. J. Tracey, of Ipswich.
Secretary—Glen M. Farley, of Madison.
Treasurer—C. C. Fletcher, of Aberdeen.
Executive Committee—Charles R. Bruce, of Elk Point; C. A. Blake, of Wessington; L. J. Bates, of Lake Preston; N. C. Nash, of Canton; L. C. Taylor, of Alexandria.



The South Dakota editors enjoyed boating, bathing and fishing as the aside to their meeting at the foot of Big Stone Lake. The pleasures culminated in an excursion on that beautiful body of water in the steamer Altha and barge Victor. A lunch was enjoyed under the trees at Foster. There was much pleasure and jollity. We excursed with editors on that lake away back in 1883, but there have been many changes since then. Yet the memories of that trip on the water, of the speeches that were made and the songs that were sung, come pleasantly to mind as we pen this brief paragraph, away off here, in the American Tract Building at 150 Nassau street, New York city. At that time we had never been farther East than Detroit, Mich., but had then a longing for a glimpse at the deep, blue Atlantic and to know something more of the great cultured East. Since then we have met with editors in nearly every State of the Union from the Pacific to the Atlantic. The joys have been multiplied but never heightened.



The fifteenth annual meeting of the Montana Press Association was held at Livingston Thursday and Friday, August 16 and 17. The hospitable citizens, from Mayor down the line, exerted themselves in every way to make the stay of the editors pleasant and enjoyable.

The first business meeting was held in the City Hall building Thursday evening after a ride around the city. President John McMurray called the Association to order, and after the regular order of business was finished the

meeting adjourned. A special train carried the members to Hunter's Hot Springs at 10 a. m. Friday. Luncheon was served by the hotel managers, during the course of which a business meeting was held and the following officers elected for the ensuing year:

President—George Alderson, of the *Livingston Post*.
First Vice-President—Miles Romney, of the *Western News*, Hamilton.
Second Vice-President—Charles Heilbrenner, of the *Western Mining World*, Butte.
Third Vice-President—J. E. Sheridan, of the *Big Timber Pioneer*.
Secretary and Treasurer—Walter E. Aiken, of the *Kalispell Bee*.
Historian—F. E. Cornish, of the *Boulder Age*.



New Libel Law Committee Appointed.

Col. B. B. Herbert, Chicago, Ill.

DEAR MR. HERBERT: I have appointed the following Libel Law Committee:

W. L. EATON, Rockford, Illinois,
L. C. TAYLOR, Alexandria, South Dakota.
W. W. FOLSOM, Hope, Kansas.
J. HIRAM YOUNG, York, Pennsylvania.
EWING HERBERT, Hiawatha, Kansas.

The names of the papers with which these gentlemen are connected escape me, doubtless you can supply them.

Your friend, F. B. BAILLIO.

Acting Pres't N. E. Ass'n.



Importance of Legislative Committee.

SPRINGFIELD, ILL., September 1, 1900.

MY DEAR HERBERT: I am glad to note that the acting president of the National Editorial Association has appointed a legislative committee, and I am still more pleased to note that Bro. Jewett is placed as chairman. He was chairman of the first legislative committee of the Association, having been appointed at Detroit, in 1889. There is very much that a legislative committee can do if they only will act, and, what is more important of all, have the co-operation of the publishers of the State. The great trouble is to get individual publishers and editors to take hold and work. It seems so easy for a man to sit in his sanctum and write column after column of compliments about a candidate for congress, and so hard for him to ask that same candidate, after he is elected, for a little reciprocity. If publishers and editors would stiffen up their backbones and let congressmen know what they want, and why they want it, and how badly they want it, the way of a legislative committee would be smooth and easy. Men do not get what they are entitled to, but they are entitled to what they can honestly get. Resolutions never carry any project through, only when they are backed up by positive and affirmative action. The National Editorial Association is getting along in years, and it has not to its record very many things that will aid in paying off the boys on Saturday night. It has had some grand times—has crooked its knees beneath many a banquet table, and its delegates have seen about all the scenery in America, and it is not any too early to begin looking around for something which will "stick to the ribs." The meetings have all been profitable to those who attended—but only a few could attend. The legislative committee covers a great deal of territory and is not likely to ever have a meeting—but can we not hope that even in the heat of a presidential campaign much preliminary work may be accomplished, so that immediately on the reassembling of the national legislature we may move on the congressional works?

Fraternally,

E. A. SNIVELY.



By WILL OWEN JONES, Lincoln, Neb.

I MAN nearly always learns something when he listens to an intelligent critic of newspapers and newspaper men, and for that reason I willingly devoted a part of a vacation day early in the month to my friend the lawyer, who had a grievance and was both forcible and reasonable in its presentation. It was not time lost for either of us, for we were stripping balsam boughs to make a bed in the woods, and the conversation did not impede the work. My friend did all of the talking, and I listened lazily, but with the feeling that when I returned to my desk I would know how to be a wiser and a better workman in two or three particulars at least.

"I don't want to harrow up your feelings," my friend began, "but as you can't get far away from this bed it would be a good time to tell you that you made a nice mess of an item I gave you the other day about our mutual friend the scientist. I told you that he had been elected secretary of his section of the American Association for the Advancement of Science at the recent meeting in New York. You didn't write it down, I remember, and the next day your paper said that our friend had been elected vice-president of that section. That's a small matter to complain about, of course, but the office of vice-president of this association happens to be a high honor which almost invariably goes to the most eminent men in each section. The secretaryship, on the other hand, can be filled easily enough by a young and comparatively inexperienced man. Imagine how our friend felt when he saw how you had promoted him. Perhaps you can realize his feelings when his scientific friends asked him about it and he began to have a creepy feeling that they suspected him of giving the item wrong to increase his own importance.

"I tell you that your system of gathering and printing news is the crudest and most imperfect thing in the world, when considered in the light of the importance of the news to the public. Your men are either too young or they have too much to do to permit them to secure absolute accuracy. They are trained, besides, to consider quantity of more importance in news than quality and accuracy. Do you realize that a newspaper reporter has it in his power to give any citizen a vast amount of annoyance, simply by one twist of his pencil, and that a professional man may suffer almost irreparable injury from the carelessness of the men who write up local news? In the case I mentioned, you trusted to your memory to remember the office to which he was elected, and instead of complimenting him with the item you caused him the deepest kind of humiliation. If you, with all of your experience, are capable of such a fault, what about the cub reporter, just out of school, who has everything about the trade yet to learn? As a rule he does not learn what he ought to print until he is ready to graduate from journalism into something else. You probably don't know, because nobody ever got you where you couldn't get away and then told you frankly about it, that the lawyers have many genuine complaints to make about the way cases are reported by all of the papers. I don't suppose we have any right to say anything about the cheap flippancy of some of the reports of divorce cases, or of the funny stories the boys get up about our doings in court, but it is enough to sadden a man to see how some of the reporters tangle themselves up in trying to elucidate points of law in which the public is interested. After a reporter has had plenty of experience he will never go into intricate questions without getting his facts from an attorney and

then submitting the notes or the copy to him to be sure that it is right. But the inexperienced reporters never seem to do this, and the blunders they make really cast discredit upon the whole newspaper business.

"The question of interviewing is another sore point with me. I have suffered. I get in a case in which the public is interested. Some young chap that I don't know from Adam comes up and asks me about it. I give him an off-hand answer, thinking he is a law student or something of that kind, and never dreaming that he is a reporter. He goes away and in two or three hours writes down not what I said but what he remembers about what I said. I contend that a newspaper has no right to interview a man without his consent, and I know that no man ever ought to submit to an interview without writing down just what he wishes to say and then insisting that no changes shall be made. When the right of the individual to a reasonable amount of protection in this line is secured, the newspapers may not be so readable, but they will be read with more respect and will have more influence.

"The 'right of privacy' is a growing right, and some day it will be actionable for a newspaper to misquote a man or even to bring his private affairs into public notice against his wish. When a man goes into court he has a right to demand that the proceedings be printed decently and accurately, if they are printed at all. It may surprise some reporters, but if I am arrested for horse stealing and a paper prints that simple fact, I have good ground for action against the paper unless it can prove me guilty of the offense. Probably every paper in the country violates the libel laws in that way every week and escapes the consequences only because of a general ignorance of the law and the defenseless character of the average person who is brought under arrest. If I am charged with horse stealing, a report may be made when I am brought to trial, but it must be a fair report, both sides being given just as the facts are brought out in court. To print the fact of my arrest, branding me a thief when I have no means of proving my innocence, is actionable. I know that newspaper men generally believe that they have a right to print a true report of any speech or any occurrence, especially a police or court record. This is not the case. The newspapers have fewer rights all along the line than the editors think, and it would improve the quality of the papers a great deal if this were more generally known."

This view of the work of newspaper makers may be a little unusual, but it is worth considering with some care. The customary method of treating such criticisms is to throw them aside as the utterances of a "sorehead" or a "crank." To me they were exceedingly valuable because they were honest, and they came from a man of unusual discernment and ability. A paper published for the edification of the ignorant could not use any of these suggestions, perhaps, but they ought to appeal to every newspaper worker who would like to see his profession rank with the other learned professions in the esteem of the educated people of the country.

DESERVING OF THE PATRONAGE OF ALL.

LONDON, OHIO, Aug. 18, 1900.

National Printer-Journalist.

Enclosed you will find subscription for your paper. I find it a good one, and deserving of the patronage of all newspaper men. Respectfully,

ADOLPHUS H. LEWIS.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.

EASY TO CRITICISE.

"It is easy to sit in the sunshine
And talk to the man in the shade."
It is easy to float in a well-trimmed boat,
And point out the places to wade.

But once we pass into the shadows
We murmur and fret and frown,
And our length from the bank, we shout for a plank,
Or throw up our hands and go down.

It is easy to sit in your carriage
And counsel the man on foot;
But get down and walk and you'll change your talk,
As you feel the peg in your boot.

It is easy to tell the toiler
How best he can carry his pack;
But no one can rate a burden's weight
Until it has been on his back.

The up-curved mouth of pleasure
Can preach of sorrow's worth;
But give it a sip, and wryer lip
Was never made on earth.

—Ella Wheeler Wilcox.

Several double-column department headings are shown this month—slightly reduced, of course—with the hope that they may prove of value to readers in the way of giving an idea rather than as examples of artistic printing. They were culled at random from among the papers

CORRESPONDENCE

Items from Platte County by
~ ~ our news gatherers ~ ~

sent in to this office, and if they prove of any value, others will be shown at a future date. It is an easy matter to discover that this department is read and many of the suggestions offered are adopted by our "school of progressives." The style of the ads and make-up of the papers arriving here plainly tell this to be the truth. This is gratifying.

Several copies of the *Buckhannon Delta and Knight-Errant* have arrived along with this letter:

BUCKHANNON, W. VA., August 10, 1900.

Mr. O. G. Wood.

DEAR SIR: I send you by same mail copies of *The Delta*. Tell me how to improve it from a "mechanical" standpoint. Point out the faults and tell me how to remedy these. I do not fear adverse criticism and expect to profit by your advice. Very truly,
HUGH A. LORENTZ.

Consider these suggestions for the improvement of the paper: Take away the words "and Knight-Errant" from under the heading on the first page, or set them very



much smaller. The simple name of the *Buckhannon Delta* would look best; it would serve the purpose well enough if the second name was kept at the editorial head as it now appears; set the date-line a size smaller and put an extra lead on each side of it; it is too crowded. Break up

the first page more with headings; it is too dreary with long columns of reading matter. Put nice little borders around the names of the local towns you get the news from. The item headings should not be smaller than the body type unless they are very black, which is not the ease in your paper. The dashes used are too long. Don't put "Births, Marriages, Deaths" on the first page; in the

Woman's Work . . .

In Home, Club and Union.

issue of August 2 it has the most prominent place in your paper; this is not good make-up. This important head should be on the inside of the paper; the fifth page is a good place—and always kept there, so that your readers know where to find it if they wish to. Don't be afraid to make a change in the "mechanical" appearance of your paper; this is an age of changes; it gives life and novelty. The *NATIONAL PRINTER-JOURNALIST* is constantly making changes; it has to do so, otherwise it would not be at the head of the procession.

This pleasant letter comes from Nebraska, and explains itself:

BROKEN BOW, NEB., August 12, 1900.

O. G. Wood, *National Printer-Journalist*.

DEAR SIR: Under separate cover I send you a current issue of the *Chief*. Shall be pleased to have you pass judgment upon it as you think. It is simply one of our regular issues that we publish fifty-two times each year. I am very much interested in your department, as well as several others of like nature now appearing regularly in the *NATIONAL PRINTER-JOURNALIST*.

I am very respectfully,

W. G. PURCELL.

The *Custer County Chief* is one of the healthy-looking weekly papers. The local news field is well covered. The engraved heading is a little too much of a head for present-day newspapers. Many thanks for the interest displayed in this department.

The *Kansan*, Concordia, Kan., recently published a Modern Woodmen edition. It was well printed and must have

Kansas Happenings.

The Continued
Story of
Current Events.

been a financial success, judging by the enormous amount of advertising carried. The selection of job type is good and consists mainly of Jenson, Jenson Heavyface, De Vinne, and De Vinne Condensed.

The *Fraternal News* for August has arrived, and says: "Address all communications to the *Fraternal News*." This would be easy if everybody knew where the paper is printed, but faithful search does not show except that the ads. indicate Hartford, Conn., as the place.

The *Herald-Sentinel*, Cloud Chief, Okla., is not a typographical gem. It spells it "program," however, which is a supposed indication of progress; but there can be found a dozen or more of plain typographical errors. Many improvements could be made of this weekly at no expense.

Clean the type thoroughly, do better presswork, take out the wrong fonts in the double-column department heading "Country Correspondence," and try to make the paper brighter and cleaner every way.

Kansas is to be congratulated on the excellent country papers published there. The *Sterling Kansas Bulletin* is one of the excellent kind. An interesting special number



full of good halftones, well printed, has arrived. It is a most creditable production, and will surely prove a help to the surrounding country.

A copy of the *Convoy* (Ohio) *Crescent* and this letter comes to hand:

O. G. Wood, Chicago, Ill.

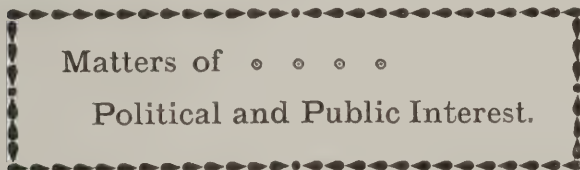
CONVOY, O., August 31, 1900.

DEAR SIR: Under separate cover and by this mail we are sending you a copy of our weekly and would like you to give us your opinion of it. Fraternally, S. B. DUSTMAN.

You should discard a lot of the old fancy faces of type, and "let up" on your impression and abolish a lot of the old-time ornaments—plain rule is much better and more fashionable just now. There is decidedly too many flubdubs in the ads., which detract very much from their usefulness. The number of ads. carried and the size of the *Crescent* would seem to warrant the changes mentioned being made.

The *Saturday Eye*, Portland, Ore., should improve the presswork. It is very indistinct and hard to read.

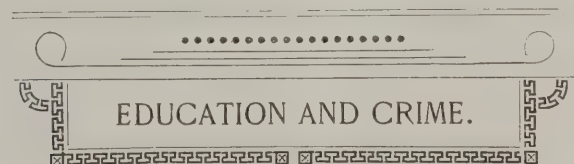
Besides getting out a good big weekly paper, Ed. L. Luckow, of the *Sauk County Democrat*, Baraboo, Wis., has found time enough to get nominated for Congress for his



district, where he appears to be an extraordinarily popular gentleman. His paper pays great attention to local matters, which is a good thing for a local paper to do. It is well printed.

The Petersburg (Ill.) *Democrat* is a clean and well-arranged paper—clean every way, clean print, clean ads., and clean reading matter.

A copy of the *Nome Daily News* comes from Alaska—four pages, six columns—for which the sum of 25 cents is charged. It is modeled after the *Dawson Daily News*



style, and looks very well. Mr. Will A. Steel has just returned from a trip among the icebergs and gold dust. Mr. Steel and his brother own both papers mentioned.

Several papers are carrying a new kind of union label, for instance, the "Nebraska Republican Newspaper Federation" and the "Minnesota Press Home Print Association"

have adopted labels. The local editor has about given up fighting "the other fellow."

The ad. composition on the *Frontier*, O'Neill, Neb., is good and the paper shows care in makeup and a good

10 per cent	REMOVAL SALE
and 25 per cent dis c't.	As I need more space for my fall stock I have decided to move my clothing up stairs, which will give me 400 feet of floor space, well lighted for the trade. I intend to give my trade the best selection this fall ever shown in O'Neill, so until August 15 I will give 25 per cent discount on ladies', misses' and children's Oxfords, ladies' duck skirts, fancy underskirts, light weight jackets and capes. Men's, boys' and children's clothing 10 per cent off. Straw hats and wool crushers at half price. Also small assortment of ladies' button shoes at half price. This sale will last until August 15, when I will open up a new department with the largest and best assorted stock on the F. E. from Fremont to Deadwood. Thanking the trade for past favors I solicit your future patronage.
	P. J. McMANUS

GOOD AD DISPLAY—ORIGINAL WAS 27 EMS WIDE.

knowledge of present-day methods in newspaper-making. It is well-balanced and attractive in appearance.

It has ever been the claim of this department that the Chicago papers stood very high in typographical appearance, and the assertion is very strongly supported in an article appearing in that excellent New York advertising monthly, *The Advisor*. The article contains so much meat in such a small space that the liberty is taken of reprinting it:

TYPOGRAPHICALLY.

It is strange to note the different typographical styles of papers in different cities. As a usual thing the standard of all of them is very even—one usually not much better than another.

The New York papers employ varied styles in their display advertising. A hundred kinds of type crowded together usually denotes the average metropolitan journal. There is no uniformity.

The Philadelphia papers are a little higher up on the scale. They do not employ in their news pages the minute type of the *Sun*, nor the jumbled way in which the *World* and *Journal* throw headed articles into a page without regard for appearance.

Highest of all are the Chicago papers. Chicago has always had a good reputation for attaining the highest rank in the art preservative. Herbert S. Stone & Co.'s bindings, for instance, have always been regarded as being superior to anything else in the country, and New Yorkers have many times remarked the way in which the Windy City job printers excel their Eastern brothers.

This Chicago superiority has extended to the papers. The *Times-Herald*, *Chronicle* and *Inter Ocean* are probably without exception the best-looking daily newspapers in the country. They employ a style which is rational. They do not eschew cuts, as do some New York papers, nor do they fill their columns with poorly executed engravings. They use headlines of proper proportions, head the news in good style and produce things of beauty.

Chicago papers' advertising columns are a delight to the eye. The open, white-space style is used and the fine presswork of

such a paper as the *Chronicle*, for instance, brings out the advertisements in fine shape. New and good-looking type faces make Chicago merchants' advertisements banner ones.

There is no doubt that of the three leading cities—New York, Philadelphia and Chicago—the latter leads in typographical appearance, while the metropolis of the nation is at the foot of the list. Either its papers employ antiquated styles of type and composition, or they are unduly forward in using three-inch headlines. Papers should be typographically neat for many reasons. They need not be rehearsed here. But among them may be mentioned two or three.

The paper which furnishes its advertisers with good composition and modern type styles makes him regard the paper with kinder

From Neighboring Towns.

Interesting Items From Our Live Reporters--Written
Specially for the Many Messenger Readers.....

† † †

feelings and more respect. The public also looks at the paper with a better opinion.

The advertiser who uses good styles and fine work in every respect produces the same effect upon the reader that the sight of a man in good clothes produces upon the one who meets him. A man is judged by his clothes, and an advertiser will be judged by his advertisements.

Meanwhile it behooves the New York papers to catch up with the Western publications which have outstripped them.

There has been considerable matter written and printed about the "newspaper habit" lately. A short paragraph is given here on the subject:

The newspaper habit has many vicious consequences. The children in the public schools are often urged to read the papers and keep track of the world's news. And it cannot be denied that the newspaper serves an important end in bringing men to social consciousness and in giving them data upon which to form social

Secret Telegraphy.....

A New Instrument Which
Has a Rare Value.

judgments. But we must deplore and, so far as possible, overcome the evils of habitual newspaper reading. These evils are, chiefly, three: first, the waste of much time and mental energy in reading unimportant news and opinions, and premature, untrue, or imperfect accounts of important matters; second, the awakening of prejudices and the enkindling of passions through the partisan bias or commercial greed of newspaper managers; third, the loading of the mind with cheap literature and the development of an aversion for books and sustained thought. Thus the daily newspaper often tends to make the intellectual life of its readers one continuous series of petty excitements, a veritable life of the social "senses," and to shut their minds, by mere fullness of occupation, against any appeal that does not find a voice in the daily news sheet.—*Annals of the American Academy.*

The El Reno (O. T.) *Democrat* credits the following to "Ex.":

A Western editor has received the following unique letter: "Send me a few copies of the paper which had the obituary and verses about the death of my child a week or two ago. You will publish the enclosed clipping about my niece's marriage. And I wish you would mention in your local columns, if it don't cost me, that I am going to have a few extra bull calves to sell. Send

LIFE IN SUNNY KANSAS.

me a couple extra copies of the paper this week; but as my time is out you can stop my paper, as times are too hard to waste money on a newspaper."

In a clever manner the use of short words and plain English is set forth in the following article:

Short words are sharp tools for writers. Some of us remember the following advice given some years ago by a wise father to his grandiloquent son at college:

"In promulgating your esoteric cogitations or articulating superficial sentimentalities and philosophical or psychological observations, beware of platitudinous ponderosity. Let your conver-

sation possess clarified conciseness, compacted comprehensibility, coalescent consistency, and concatenated cogency. Eschew all conglomerations, flatulent garrulity, jejune babblement, and asinine affectations. Let your extemporaneous descantings and unpremeditated expatiations have intelligibility, without rhodomontade or

Dr. Lane's Sermon

THE LAST OF THE SERIES ON BUCKHANNON
AND ITS PEOPLE

thrasonical bombast. Sedulously avoid all polysyllabical profundity, pompous prolixity, and ventriloquial verbosity. Shun double entendre and prurient jocosity, whether obscure or apparent. In other words, speak truthfully, naturally, clearly, purely—and don't use big words.—*The Writer, Boston.*

The Ellsworth (Me.) *American* remarks: "Society is divided into two parts—those who take a paper and those who take their neighbor's paper."

SOME NEWSPAPER DONT'S.

BY A LADY.

The Indiana Democratic Editorial Association has only one lady member, Miss Grace Pate, of Dillishboro, who is evidently up in newspaper-making, its trials and vicissitudes, whatever may be her standing in partisan politics. At the recent meeting in Indianapolis she read a paper on "A Few Dont's"; among these she gave the following:

"Don't forget to be kind to your office help. A kind look and a pleasant word brighten up a day of hard labor wonderfully.

"Don't forget, as the great Greeley once said, 'The subject of deepest interest to the average human is himself.' Remember the little jingle which runs this way:

" 'Tis pleasant to see one's name in print—
A book's a book tho' nothing's in it."

"Don't swear at your devil if things have gone wrong. It hurts his feelings and also makes him doubt your Christianity.

"Don't write any so-called jokes about the complexion of your office towel. That jokelet was a mossback before you were born.

"Don't make any attempt to write poetry. You may think your symptoms point that way, but the chances are you have a torpid liver. Let the idea of verse-writing go and take purgative pellets instead.

"Don't dun through the columns of your newspaper. A long and lusty cry for delinquents to settle up will spoil eight columns of good reading matter preceding it. If you must dun, do it verbally or by letter.

"Don't hesitate to shoot the man who hands in a list of 'things funny to see.' That man is living forty years after his day.

"Don't get too sublime in your descriptive articles. Remember, it is often a very short step from the sublime to the ridiculous.

"Don't say that the bridegroom wore the 'conventional black.' According to the country papers the poor man has been doing that all along the ages.

"Don't be too ready to poke fun at the woman journalist. Always be ready to recognize genius even though it may wear petticoats and bangs and, forsooth, a Mother Hubbard.

"Don't print obituary verses for less than \$3 a line. At this rate the old-timer

" 'Dear Lorena, thou has left us
And our loss we deeply feel—'

will bring you a neat competence.

"Don't fail to give due credit to any of your office help when they do a commendable thing. They will try harder to please you next time.

"Don't get the smart young man's wedding notice sandwiched between patent medicine readers which set forth the merits of Mrs. Winslow's famous soothing sirup. The young man might think the deed was premeditated.

"Don't neglect to mention your local happening just because the metropolitan dailies have taken to making sport of what they please to term 'local slush.' The item, 'Bill Dobbs attended a spelling-bee at Poseyville last week,'

may mean more to Bill than a whole column of comment about the situation in South Africa. Besides, Bill may be a subscriber who is always ready to go down in his jeans at the beginning of each year and pay up a year in advance.

"Don't let anybody convince you that your paper will be a greater success if you leave politics out of it. A country paper with no politics is like a dinner with no salt.

"Don't fail to compliment the village choir. Tell your readers that the anthem which they sang at the Sunday morning service sounded like the heavenly carols which angels sing. Do this, no matter if their effort really sounded like the midnight music of a half-dozen Thomas cats.

"Don't let the politicians of your county own you. Let them buy, and pay well for it, too, as much of your space as they want, but let them know that you, as an individual, are not wholly theirs.

"Don't fail to make mention in each issue of all favors that have been shown you during the week. If the ten-year-old son of the village doctor brings you a small offering of wilted flowers, say something like this: 'Master Johnny Van Dusen, the bright little son of our esteemed friend, Dr. Van Dusen, has our thanks for the beautiful bunch of johnny-jump-ups which adorns our desk and for which the interesting little fellow has our thanks.' It might not be out of place in this connection to mention Johnny as a presidential possibility of the future. All such items as this are bound to please the old man up in the north end of the county, who pays you at the rate of \$1.50 per annum to give him the news.

"Don't sling mud. It is naughty and it is not nice.

"Don't speak of the other fellow or his paper as 'our esteemed contemporary.'

"Don't neglect to say that the bride looked lovely in a beautiful and bewildering creation of white. The bride may have a red face, a wart on her nose, and be built as angularly as a clothespin, but let her be as she may in other places; remember that in the columns of your paper she is beautiful—yea, even more beautiful than a midsummer day dream.

"Don't be unkind to the tramp printer. It is not ours to know what circumstances have surrounded these poor unfortunates all along the way. If you can't give him a dollar or a day's work you can stand up in the strength of your manhood, shake his hand—dirty though it may be—and bid him God-speed, by gently whispering in his ear, 'God bless you.'"

NEWSPAPERS versus POSTERS.

The *Iowa State Register* recently contained the following, which is sound in sense and reason and established by experience:

"The day was, and not long ago, when the streets of the towns and cities were constantly littered with handbills and dodgers, and when a person could not drive a hundred yards in the country without seeing fence signs reading that 'the best place to buy groceries is of Squeezem,' or something of the sort, and today we are still confronted with miles of billboards, but the merchant is learning a lesson very rapidly and very thoroughly, and the days of the posters are going just as did the fence signs in the country and the handbills in the streets. Many experiments have been tried by those who are interested, and only a few days ago the matter was tested in a practical way by the manager of a well known theatrical organization. Kirk La Salle, who looks after the business of Frank Daniels and his company playing 'The Ameer' in New York city, has always questioned the value of advertising anything with posters, and he recently determined to make a test. Accordingly he prepared and had distributed among the audience at one of the performances of 'The Ameer' slips containing a list of the various forms of advertising, a brief statement of his object in distributing the slips, and a request that each member of the audience place a check on the list opposite the form of advertising which in his or her opinion had principally attracted attention to Mr. Daniels' play and to the theater in general. On the list appeared billboards, posters, posters in windows, handbills, street banners, signs on sides of buildings, and newspaper advertising. Eleven hundred slips were marked by members of the audience and 991 of them indicated newspaper advertising as the most effective of all forms. Business men in all lines of business are learning the

truth as did Mr. La Salle, and the unsightly billboards will not be with us many more years. An organization has been formed in Chicago for the purpose of fighting billboards, and a thorough investigation of the matter is bound to end in the passing of the poster."

Illustrating of Newspapers.

We have had much to say from time to time on this subject that increases in importance with the improvement of methods for the accomplishing of the desired ends in a creditable and worthy manner. Mere disagreeable blotches or even poorly executed and tolerably well printed engravings will no longer pass for proper newspaper illustrations. The quality of coarse-line halftones, suited to newspaper use, and of zinc etchings has been so much improved that good ink and any proper presswork and paper will bring creditable results. No publisher should be satisfied short of this and must strive for highest possible perfection. Unless the appearance of the paper can be improved and a new interest can be given by the illustrations to the subjects treated, it is better not to use them at all and to expend more money and work on making the printed pages attractive. The *Salt Lake City Herald* of a recent date had recently some suggestive thoughts that are worthy of careful consideration. It said:

"Newspaper illustrations represent evolution, progress, enterprise. They have already created a new field of education. They have extended the use of the daily press as it never could have been extended otherwise. There is a constant struggle between the magazines and the newspapers—the educator of the old and of the new schools. The monthly, the weekly or the daily which tenaciously clings to the methods and prices of twenty years ago is doomed. It can not survive the art of the camera. People want pictures, printed pictures, illustrated articles, and when they get good pictures and find them cheap they would rather have them than the ordinary reading matter. They are right about it. Life is short and it is often possible to get a better idea of the subject treated by looking at pictures while reading an article than by asking a hundred questions of those who have visited the scenes. Then the absolute fidelity of the camera and the halftone print is a corroboration of an article none may dispute.

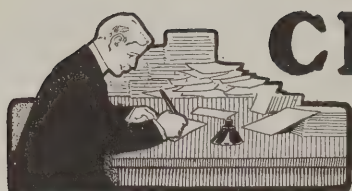
"Another argument in favor of up-to-date journalism is that the normal mind never outgrows the love for pictures, which is a characteristic of childhood. Children are always eager for pictures, even before they are able to comprehend their meaning. Without illustrations our schoolbooks would be dry indeed and twice as hard to master. And it makes no difference what the age, nor how great the mental capacity, an idea represented in a picture is better presented than in any other way, and interest in a descriptive article is almost invariably doubled by accompanying illustrations.

"Newspaper pictures are already a great power and they are destined to play a more important part in the education of the reading public."

The Local Home Paper a Joy the World Around.

We can sympathize and adopt the sentiments, if not the words for home papers in a local daily, of a celebrated author who recently wrote:

"It's strange—and yet not strange—how these old associations cling to us! I was born in a rural district; and, forty years ago, the little country weekly was the only newspaper literature we had. It was published every Saturday, and when it didn't come out 'on time' everybody was in a flurry! Well, I have not visited my birthplace in twenty years, but during all that time I have been a subscriber to that little country weekly. I've crossed the seas, and it has followed me faithfully to foreign capitals. I've taken it from my pocket in the clubs of Paris and London; and have read, with the interest of old, how 'Colonel So-and-So is in our midst,' how 'John Jones Sundayed with us,' how 'Our esteemed coroner sat on three dead men yesterday,' and how 'The editor is thankful for a mess of cabbage, but needs some bacon to boil with it,' etc.! Yes, that little country weekly is a positive joy to me yet. And the editor doesn't have to dun me for my subscription, either!"



CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

ANOTHER year has passed and vacation time for the manager and the circulator are about over, and good hard work is before them. Wideawake circulators have no doubt laid their plans for the fall campaign; as a rule these plans are formulated during the "dull" months of June, July and August.

The circulator makes his plans and fixes his premium lists (if he is a believer in such) during these months.

This year will be a busy one for the circulator, being national campaign or presidential year. Then, again, he will be rushed with state and county fairs. This is specially true of weeklies and semi-weeklies.

Large weeklies, as a rule, issue a premium list which is distributed at the fairs with the sample copies that are put out. They usually put out the premium list in the first issue during the fair and then run it at intervals to, say, about the middle of November. This gives the list a good distribution throughout the State in which the paper is printed.

Of course I am speaking of large weeklies. This plan can be used to advantage by smaller papers on a smaller scale.

For the daily, the old ideas with perhaps a little change here and there, will again be used. One paper is preparing a guessing contest as to the exact number of votes that the presidential candidates will have. Nearly all readers of papers like to guess, and as there is a money consideration you can be sure that he will guess more than once.

Here is a plan that one paper of this State is going to work on this fall. The paper will put out a lot of sample copies in the small towns to a select list. In the first paper distributed as a sample will be a slip printed as follows:

DEAR SIR: Beginning with date, a copy of the ——— will be left at your residence for two weeks free of charge.

We take this method of introducing the paper to the notice of yourself and family, and trust you may find in its columns *pleasure and profit* enough to induce a permanent subscription. The price is —c per week, or —c per month. Very respectfully,

_____, Agent.

This slip is signed by the agent in the town where the papers are used as samples. After the two weeks of sample distribution the paper sends its traveling men to solicit.

This, of course, has no doubt been worked by a great many papers, but those who have not used it will find it a good way to introduce a paper. This plan can, of course, be worked in the cities.

THE REAL AMERICAN NEWSPAPER.

Some Red-Hot Practical Truths Set Forth by One Who Knows.

General Otis, of Los Angeles, Cal., is a genuine American and a genuine American editor, fearless, honest, patriotic. When he speaks of newspapers and of newspaper success, he knows fully whereof he affirms. He has won success through substantial methods and has never swerved from duty to the public through favoritism, cowardice or easy-going indifference. In a recent issue of the *Times* he defines the truly successful newspaper from the standpoint of his own broad observation and experience. Every editor should read and reread the following until every truth therein takes hold of his very soul:

"The present-day journal, if it be a journal truly worthy of public confidence, is not manipulated as the private instrument of its owner; it is not warped and diverted

into being the narrow advocate of its owner's private commercialism, nor used to boost his private stock-jobbing operations. When it is bought, controlled and used for the purpose of advancing the political ambition of its owner and his personal friends, it ceases to be a journal, and becomes simply an 'organ,' and a mere organ is entitled to no party or public respect. It has no influence, and it carries no worthy measures, for its power to do good is gone, and its unworthy personal motives destroy public faith in it and sap its vitality as a public journal worthy of the name.

"The mere organ constantly makes the blunder of taking its readers for fools. It prints fool statements, both editorial and news, and expects intelligent and independent citizens to believe them. The principle now ruling in the conduct of American journals of the best type is that of honesty, independence, fearlessness, and absolute devotion to the general good, wholly uninfluenced by the dictates of private interest, personal ambition or personal resentments. Such journals as these are not warped in their editorial utterances by the demands of interested individuals, by the dictates of political factions, or by the cajolery of political 'workers,' whether inside or outside the publication office.

"Modern newspapers of the best type do not 'protest too much.' They demonstrate the soundness of their policies, the purity of their motives, and the correctness of their journalistic campaigns by the contents of their columns, leaving an intelligent constituency to judge for themselves as to the questions of motive, patriotism, honesty, courage and faithfulness to the common weal.

"The present-day newspaper, if it be right, depends upon the great and impartial public for its patronage, and is not supported by funds drawn from corporations, committees, candidates, individuals or gangs of individuals having interests in conflict with those of the public.

"The present-day newspaper, if it be right, honest, enterprising and energetic, and if it possesses the public confidence, is well able to keep itself out of the Slough of Despond financially and is not compelled to trek with suddenness and celerity to escape the pursuing sheriff.

"The present-day newspaper, if it be right and have consistency of character, is a spokesman of the truth and a reliable medium for the dissemination of public news if it is not a chameleon, and does not change its political colors with the fleetness and agility of the chameleon. On the contrary, it espouses sound principles, just causes and legitimate measures, and stands fast in their advocacy. It does not flop, and—presto, change!—alter its coat after the manner of a lightning-change artist on the vaudeville stage, and expect its readers to look upon it as anything else than 'the same old thing.'

"The present-day newspaper, if it be right, honest and sagacious, does not treat its clientele as a set of condemned fools who can be wrapped around its editorial fingers after the manner in which a tobacco leaf is manipulated by a cigarette fiend.

"The thoroughly modern newspaper does not 'holler' about its mechanical equipment unless it possesses one worthy of mention. It refrains from uttering Munchausen yarns about things, both of brain and brawn, that it does not carry in stock. It does not boast that second-hand, worn-out truck in its dynamic department is 'as good as new.' It does not issue its diminishing editions through the primitive process of leaning the forms up against a stake-and-rider fence and smearing apple-butter over the face of the type instead of good ink, and then 'pressing off' the papers with a rawhide platen or an old-fashioned country paper-board.

"The thoroughly modern, sure-enough, up-to-date newspaper—if it be American, devoted to American principles and appreciating American patriotism at par—is not edited by imported aliens who are in the habit of contemning

American institutions and privately traducing an American President.

"The bona-fide American journal, acknowledging no master but God and the laws of its country, and no dictator but the Great American Public, declares itself with candor and courage upon public questions, without waiting for the permission or the orders of any boss, big or little. Its editor is nobody's vassal, and his journal stands for pure politics and good government; for the Constitution and the flag; for liberty and law; for honor and virtue; for home and country.

"The freshly-bought and freshly-flopped modern newspaper is much given to proclaiming its virtue in double-leaded minion, and of declaring that it maintains no black-list—has no enemies to punish and no special friends to serve—and then it proceeds to convert itself into a private organ for the benefit of its owner and his clique of personal followers, at the same time privately admitting that it *has* enemies to punish and special friends to serve. It is influenced by the old, old question, 'Whose ox was it?'

"The modern private organ of the type here described is a humbug and a fraud. Its columns are full of wind, its stock full of water, and its destiny full of doubt."

New York Letter.

News and Comment for the Week Ending October 12, 1900.

Contributed by **RICHARD ENNIS.**

According to a Tokio labor paper the Printers' Union has a membership of 3,000 in Japan.

According to the latest London directory the number of firms enumerated under head of "printers," which means employing printers, is a few short of 1,500. It is estimated that there are at present over 1,200 employing printers in Greater New York.

From official sources we learn that among the imports from January to July, 1900, England imported 274,634 cwt. of unprinted paper from the United States, of a value of £193,283. It also imported, in addition, £23,589 of printed paper during the same period.

It appears that the fight between the locked-out printers and the publishers of the New York *Sun* has been the costliest ever undertaken in the newspaper business. The boycott is an expensive luxury, as it has recently proved in St. Louis. It has already cost St. Louis over \$25,000,000, and the war is yet in progress between the street railroad and employees.

A special dispatch from Ottawa, Canada, says the first carload of paper-making machinery has arrived at the Chaudiere for the E. B. Eddy Company's new mills. The shipment consists of pulp screens, manufactured by the Baker Shevlin Company of Saratoga, N. Y. This is one of the largest paper concerns of the Dominion. They have branch houses in Montreal, Toronto and other large cities.

August 23, census returns show that the population of the country is about 75,000,000. Of the 52,600 enumeration districts, 17,000 have been counted, showing a population of 25,000,000. According to the law of averages this would indicate the population of the country to be 77,000,000. But as the count proceeds the general average of the districts falls off enough to modify the total.

Speaking briefly of printing, there is a decided improvement in profits over a few months ago. Organization has done much to bring about better understanding among members of the craft. Together with Typotheta organizations in all large cities in the United States and Canada, and combinations of employing printers for educational and financial purposes, the printing business at present gives better promises of money-making results than ever. Through the educational facilities of our ably conducted printers and stationers' trade journals the mysteries formerly associated with the craft have been dissipated and now doing printing for profit is the watchword. It is at

present in the hands of men who look on it from a financial point of view. Now there may be less glory in printing, but there certainly is more profit and prompt collection of debts.

Trade in stationery, printing and allied trades during the past week in New York and vicinity is reported unusually good. Printing materials and paper are firm. Our exports are increasing, both in paper and stationers' fancy goods, and the orders for American paper making and printing machinery far exceed our capacity of production. The demand for plain and printed stationery, on account of our political campaign, promises to be unusually large, as the campaign will be one of education rather than stump-speaking.

The blank-book makers of New York have in the past month formed a strong association for social purposes and the betterment of their business. Its President is one of the largest and most intelligent blank-book manufacturers in the country. In its membership are included nine-tenths of the leading blank-book manufacturers of New York. They are incorporated, hold semi-monthly meetings, at which they have "talks" on all matters appertaining to their business. It has so far proved eminently successful, producing large financial benefits. In addition to other offices they have a literary secretary who issues a monthly circular of valuable information to members of the organization.

Although the Chinese claim to have done printing long before Gutenberg's discovery of movable types, yet the art, up to the present, is surrounded with many difficulties. In that country the printers have no unions, and an editor has a hard time keeping his head on his shoulders. While the minimum wages paid to compositors in New York is \$3 a day, a Chinese compositor is perfectly satisfied with two taels (two ounces of silver) a month, and, failing that, a small quantity of rice. A tael is worth about \$1.40. Again, paper can be purchased for next to nothing, being made from the refuse collected in the rice and cotton mills. Knowing this, no person would think of paying more than four cash (the fifth of a cent) for a current copy of a paper.

B. B. Herbert, editor of the NATIONAL PRINTER-JOURNALIST, Chicago, was at his office in New York the early part of September on business connected with his journal. The week previous he spent in Boston, and reported the leading printers of the "Hub" very busy and making money. This popular and enterprising journal offers fifty dollars in cash for type cover design for its January, 1901, first cover page. The amount is divided into four prizes—\$20 for the first, \$15 for the second, \$10 for the third, and \$5 for the fourth best design. That paper also offers \$35 in three prizes for the three best letters on "Publicity and More Work for Printers and Newspapers and How to Secure the Same." Full particulars can be obtained by addressing the editor at Chicago.

Frank A. Munsey, the New York publisher, who has returned from an extended tour in Europe, says that he has established in London a special Munsey's Magazine. He will print for it a separate edition which will contain about 40 per cent of the matter of his American publication. The balance will be made up of affairs more suitable to the English reader. He says that he "can print a magazine much better and far cheaper in New York than in Europe. American printing plants are far better equipped than those of London, Paris or elsewhere. Our London edition is printed in New York and it costs 50 per cent less to deliver it by freight in London than it would to send it to Chicago. By mail it costs one-third less to deliver an edition of my magazine in London than Chicago." As to printing, Mr. Munsey says "the English can not make a success of halftone work." Mr. Munsey is a close observer of all matters appertaining to printing. A few years ago he delivered an address at Ottawa, Canada, referred to in my letter to the PRINTER-JOURNALIST from Montreal, before the Canadian Editorial Association, with great acceptability, in which he contrasted the system of making magazines in Great Britain and the United States. He now says boldly that "British printers can not produce satisfactory halftone work." It remains for English printers to disprove the statements.



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO

Some specimens of every-day work come from O'Neill, Neb., along with the following letter:

O'NEILL, NEB., August 21, 1900.

National Printer-Journalist, Chicago.

We enclose a few specimens of every day job work, from a country office, which are open to criticism if you see fit. A copy of our paper is also sent you under separate cover.

THE FRONTIER.

The letter-heads are well up to the average, and the best one of the half dozen sent is reproduced after being reduced a little more than one-half. The job would have

and little known material likely to be of interest to book lovers and friends of literature. It is very nice and in refreshing, restful quantities. May it prosper.

✻ ✻ ✻

The monthly calendars which Barnes-Crosby are sending out are excellent, the pictures are reproductions of famous paintings, and the work is good enough to please the most fastidious.

✻ ✻ ✻

In pleasant contrast to the ever-present enamel stock comes "a book of interesting quotations from many sanctum and counting-room letters," printed on deckle-edge paper of fine quality, issued by the Mergenthaler Linotype

AGENT FOR
PURE WHISKIES
AND CIGARS

Alex & Porter

WM. LAVIOLLETTE

Dealer in

Pure Whiskies and Cigars

SPECIALTIES: A-1
Anheuser-Busch, Budwiser and Tony Faust Beer.

O'Neill, Neb., 1900.

looked better if the Jenson ornaments had been left off each side of the word "Specialties." The folder was all right for the purpose intended.

✻ ✻ ✻

The Carson-Harper Company, engravers and printers, Denver, send some very fine specimens of work. The colors are bright and clean, the presswork is excellent. Last month this firm sent some good work to this department.

WE HAVE A FEW MORE UNHATCHED IDEAS
AT THE SIGN OF THE GOLDEN GRIFFIN



Hang it! I knew I had no business to watch that circus parade!

This month the samples are even better. It is not a good idea to treat business too seriously all the time; a joke is a good thing sometimes. The reproduction shown here is the reverse side of a card sent out by this firm to catch the eye and attract attention.

✻ ✻ ✻

Typesetting for the trade is the specialty of the Peterson Linotype Company, Plymouth Place, Chicago, and the firm sends a nice circular printed in two colors telling the fact in the way a busy man can understand it in short order. The work is well done and the form novel and attractive.

✻ ✻ ✻

Volume I, No. 1, of the *Cornhill Booklet*, published by Alfred Bartlett, Boston, is to hand. The *Tribune Primer*, by Eugene Field, forms the chief part of the contents, and it is "done" in red and black ink. It is a monthly of the Philistine order—more or less—and will consist of choice

MESSAGES from NEARBY and FARAWAY

A BOOK of Interesting
Quotations from
many Sanctum and
Counting Room Letters



Issued by
The Mergenthaler Linotype Co
NEW YORK

Company, New York. The book was designed and arranged by Redfield Brothers—also of New York—and printed direct from the Linotype slugs, not one movable type being used in the entire work. The highest praise can only be given to this specimen of the art of printing.

✻ ✻ ✻

W. P. Dunn & Co., Chicago, are doing a little advertising for themselves, and believe in the statement of a New York Central Railroad official, who said that "All Things come

to him who Hustles while he Waits." The printing is not very elaborate, but the reading matter contains a lot of good reasons in favor of W. P. Dunn & Co., as printers, doing good work.

✻ ✻ ✻

W. A. Martin, of the Liberal (Mo.) *Enterprise*, sends a good, large batch of jobs and a letter more or less pertinent, which is given here:

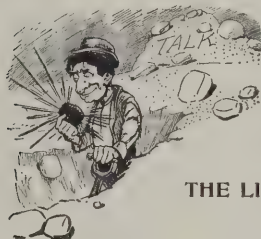
LIBERAL, MO., September 3, 1900.

Editor of the Job Department.

DEAR SIR: I herewith hand you some of our latest samples of job work, which I would be pleased to have you criticise. Coming from a town of only 800 people it seems to me it ought to hold its own with most of them. Yours fraternally,

W. A. MARTIN.

The "One Bright Idea" blotter is reproduced—it ought to be a business bringer. All of the work submitted is of



ONE BRIGHT IDEA

MAY BE OF GREAT VALUE TO YOU.

We have good, practical, modern ideas about the proper preparation of profitable business—ideas that are at your service; ideas that will make your printing attractive, effective, and inexpensive; ideas that make your printing an investment rather than an expense. We print everything, and print it well.

Calendars, Advertising Fans and Book Work a specialty.

THE LIBERAL ENTERPRISE,

W. A. MARTIN, Proprietor,

..... LIBERAL, MISSOURI.

a high order, and many of the newest faces of type appear. Mr. Martin is evidently a man of considerable push in business matters and believes in a printer using his own tools to his own advantage.

✻ ✻ ✻

From Fairmont, W. Va., comes a sample of work and the following letter in explanation, which is printed for that purpose:

FAIRMOUNT, W. VA., August 10, 1900.

Ed. Job. Dept., *National Printer-Journalist*.

DEAR SIR: Seeing in your last issue a reproduction of a job set in the "one series style," we take the liberty to enclose you one gotten up by us in the same manner, which we think works well. We are always willing to learn and will listen to any criticisms you may be kind enough to offer. Very truly,

SMITH & MCKINNEY.

The job is here reproduced, and the opinion offered that the composition is a little at fault. Type such as the Engravers' Roman and similar faces should have lots of "white" around it, and more space between the words than appears in the sample shown, and the ornaments after the

CHAS. J. CORBIN,
C. W. CORBIN,
B. CORBIN.

CHAS. J. CORBIN & SONS,
MANUFACTURERS
OF
STOGIES, CIGARS, TOBACCO,
— SNUFF AND PIPES —

FAIRMOUNT, W. VA..

SOLD TO —
TERMS CASH.

ESTABLISHED
1870.

word "jobbers" and before and after the words "snuff and pipes" should have been left off. The whole thing should have been set in smaller sized type and spaced out more. The idea of setting a job in one series of type is all right when done right. It would be gratifying to have another sample sent showing the improvement after adopting the foregoing suggestions.

✻ ✻ ✻

The Chittenden Printing Company, Chicago, sends a calendar for the balance of 1900 which is a fair specimen. The name is embossed and printed in bright red. The main feature is a female figure printed in blue, black and gold, which is not too beautiful.

✻ ✻ ✻

From Bombay, India, comes a queer specimen of printing in the shape of a family magazine called the *Kohinoor*. The writer has seen the other one—a diamond as

big as a walnut—but never this Kohinoor before. It is published by Gazdar Brothers, Picket Road, Kalbadevi, Bombay. The type display and the presswork seems all very wretched to an American. The type characters are worse than German or even Chinese to look at, but no doubt they are as "clear as mud" to the natives.

✻ ✻ ✻

From W. G. Purcell, Broken Bow, Neb., comes a souvenir edition of the *Custer County Chief* and this letter:

BROKEN BOW, NEB., August 12, 1900.

"Octavo," care of *National Printer-Journalist*.

DEAR SIR: I send you by this mail under separate cover, my write-up of the 1899 excursion of the National Editorial Association, issued and mailed out as a souvenir edition. You are at liberty to review, criticise or comment upon it as you think it merits. I have received hundreds of very flattering notices upon this edition. I am, very respectfully,

W. G. PURCELL.

The value of the special number lies in the large amount of interesting and true information it contains about the great West of this country and the Northwest of Canada rather than as a fine specimen of printing.

✻ ✻ ✻

J. Clyde Oswald, publisher of the *American Printer*, prides himself on nice advertising circulars, and the "October" one is well up to the standard. This is the verse it starts out with:

"The sweet calm sunshine of October now
Warms the low spot; upon the grassy mould
The purple oak leaf falls; the birchen bough
Drops its bright spoil like arrow heads of gold."

—Bryant.

White ink is now becoming quite fashionable, and looks well for letter shading when dark paper is used, as was the case in this instance.

✻ ✻ ✻

E. W. Stutes, Spokane, Wash., sends a number of specimens of composition. The "Boundary Homestake Mining



NASH BROS.,

Wholesale Grocers

GRAND FORKS & N. DAK.

NASH BROTHERS

Wholesale Grocers

GRAND FORKS .. NORTH DAKOTA

Co." title page is good. The corner cards for private mailing cards for Nash Brothers are both good, and are shown here as examples to follow.

✻ ✻ ✻

The Illinois Engraving Company, Chicago, sends a good thing on wood cuts. A private mailing card is attached, and being perforated, can easily be detached and forwarded when further information is required about engravings.

✻ ✻ ✻

The Olsen-Dale Press, Dearborn Street, Chicago, sends a neat four-page circular printed in red and blue on white paper, telling how business men may fool Uncle Sam by inclosing neat circulars in business letters for the same amount of postage, as a letter generally weighs only about half an ounce, the other half ounce can be used to good advantage in this manner. A small blotter which can be inclosed in a No. 6 envelope is another good idea from this firm. The work is creditable and the idea a good one.

SEND PLAIN COPY TO THE PRINTER.

Do not send undigested copy to your newspaper or job printer. Chew it over and over. Boil it down. Cut out all useless sentences and phrases. Make it to the point. Make it accurate. Then plainly mark the type styles and display you desire.—*The Advertising World*.

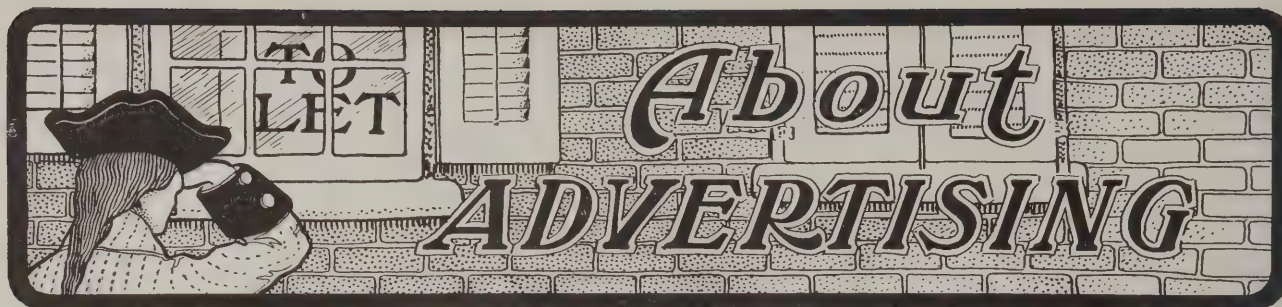
VALUES THE VOLUMES HIGHLY.

JOHNSTOWN, OHIO, Aug. 16, 1900.

B. B. Herbert, Chicago, Ill.

DEAR SIR AND BROTHER: I enclose check for the PRINTER-JOURNALIST. I have the last two years of your valuable paper bound, and there are no volumes in my library I value more highly. With kind regards,

W. A. ASHBROOK.



By CHARLES AUSTIN BATES, New York.

THERE are many business men who can not prepare a good advertisement, but who are capable of knowing good work when they see it. They know what they want: They may have it all in mind, but can not put it down in black and white.

This is because they lack what phrenologists call language or expression.

This faculty is not lacking only in business men. Ask every second man or woman you meet, "Did you ever write a poem, a novel, or any imaginative work?" Nine out of every ten of those who are not writers will answer: "No, I never had the time, but I've *thought* out better stories and poems than ever were written. If I had the time I'd show folks stories what are stories."

Yes! These "mute inglorious Miltons" don't know what they lack besides time. They don't know that if their days were twice as many and their labors decreased by one-half their leisure would not supply the gift withheld at their creation—the faculty of clothing their thoughts in language.

* * *

A man well known in the advertising world puts forward this strange proposition in print: "A man who can not prepare a good advertisement should not spend much money for advertising. After he has demonstrated his own ability he may avail himself of the services of others, for he will then be competent to judge of the value of the work submitted for his approval and acceptance."

Was there ever anything so crazy put forth by a supposably hard-headed business man? He might as well say: "Don't buy Shakespeare until you can write fine plays yourself, or Euclid, until you know you can formulate a system of mathematics. You will then be able to know whether or not the poet is deserving of fame and the mathematician is correct."

When a man finds he can not prepare his own advertising, the sooner he drops all attempts the better it will be both for his brains and his business.

"Art is long, and time is fleeting."

It is only the man of leisure who has time to cultivate a faculty for which he may have a germ. The man of action will discover very soon what his vocation is. It may be to write ads. In that case he will not stand behind a counter and sell goods. And the man who sells the goods will do his work better for not being burdened with furnishing copy for the newspaper space he pays for. It's a fine thing to be versatile, but the "jack of all trades is master of none."

* * *

The same business man quoted before says, too: "It is not a difficult matter to write a good advertisement, yet most persons fail—mainly because they attempt too much."

If he had finished that sentence after the word "because" with "they are out of their proper place" he would have struck it right.

Of course, they attempt too much, in the sense that any person who attempts to do what he can't—what he has not the ability for—attempts too much.

* * *

The bane of many would-be ad. writers is imitation. It may be true that "there is nothing new under the sun," but a man's advertisements need not be second-hand by design. They should be as new as he can make them, or if he finds himself helplessly in a groove made by some one else, then let him call for the assistance of a specialist.

In this matter of advertisement writing, the supply

came in answer to the demand. It has been a matter of growth, a clear case of evolution—ones of the modern improvements in business methods.

* * *

The business man who writes his own advertisements is burdened with many other matters. He most likely falls into the habit of considering the filling of his space one of those small matters; to think that people know he is in business; they know what lines of goods he carries; they know where to find him. If they want to purchase, won't they come? What does it matter what is said in the newspaper?

So the copy waits until the last minute. It is prepared in a hurry. It is the same old story—"largest stock," "great

The Object



Being Some Reasons
Why You Should As
An Advertiser Use the
OTTUMWA COURIER

ADVERTISING A NEWSPAPER.

bargains," "be pleased to see our friends," etc.—nothing new, or crisp, or inviting. Nothing special, no prices, and—no returns.

Some people can write under pressure, but not many. The few who can are among the professionals. Many men and women who work at their desks nearly all the days

of the year must have room or office entirely quiet, or their brains won't work. Only a few can work if they are even *likely* to be interrupted.

How, then, is the unpracticed business man to tell the story of the many departments in his house while his brain is in a whirl and his attention is called every few minutes to something else than the subject in hand? If he writes at all, it must be under pressure. Sometimes inspiration will come to some people who work in a hurry, but too much depends upon the work that an advertisement is expected to do to trust to such a chance. The newspaper space costs too much to be neglected. It should be looked to to do its work as well as the cash boys, or the men in the silk department, or the women who sell the millinery.

It will, if it is watched only half as closely. If it is treated like an importunate beggar, given only scraps of time and ragged, left-over work of a fagged-out brain, it will probably make but beggarly returns.

It is not necessary that the advertisement should be "fine writing." It need not be an essay. It requires more time and acumen to condense your words, make them strong, than to expand. Fine goods are usually in small parcels.

ADVERTISATORIAL.

Be sure that you fulfill your advertised promise as the readers understand it.—*Pacific Coast Advertising.*



Art and originality should not be allowed to interfere with the business side of any advertisement.—*Printers' Ink.*



An author spoils all when he tries to do too much; the advertiser does the same when he tries to say too much.—*The Advisor.*



If the dull season contains leisure time, why not employ that time profitably by preparing for better advertising in the fall?—*The Advertising World.*



All advertising does not pay. All good advertising does. That's what good advertising is: advertising that brings results.—*Agricultural Advertising.*



The man who states his business facts the most clearly, who makes them easy to understand, will be the one who will be read and looked for in the street.—*Shoe and Leather Facts.*



The success of the advertising depends on the store as much as the success of the store depends on the advertising. The two work together and are inseparable.—*Trade Register.*



The time is coming, and not far distant, when advertising matter to pay, will have to be well edited and artistically arranged to attract the attention of the up-to-date buyer.—*Ad-Writer.*



Fifty years ago there was practically no advertising in this country. Advertising in the magazines, which today is one of the most important branches of the business, was practically unheard of twenty years ago. The first advertisement, except announcements of their own books, that Harper Brothers ever printed in *Harper's Magazine* was shown in October or November of 1882.—*Current Advertising.*



There are people who believe that advertising is a speculation, and there are others who insist that it is an investment. They are both right from their different standpoints. The discrepancy is accounted for by the different ways they advertise. Some merchants go into advertising as they buy a ticket in a lottery—with the idea that if they are lucky they may win a prize. Others put their money in advertising as they invest in real estate, mining stocks or government securities—with the firm faith that they can make a good percentage on their investment if they do it judiciously and with proper preparation and forethought. The latter class seldom fail.—*Wichita (Kan.) Eagle.*

LIBELING BUSINESS.



LIBELS may very properly be divided into two classes, those which tend to destroy the reputation of the person, and those which do an injustice to an individual by an attack on that in which he may have a property interest. This interest may be by way of title to real or personal property, or it may be an unjustifiable statement concerning profession, trade or business.

In such cases the same principles of law will apply as are applied to a libel as to the person. Suggestions have been made in former articles which may be helpful to a proper understanding of the subject under discussion at this time.

As in libels to the person, we have libels *per se*, which are actionable without proof of special damages, and those which are not libelous *per se*, and which require proof of damages before a jury is justified in returning a verdict against the publisher.

The following have been declared libelous as to profession, trade or business:

"Dr. S. killed my children. He gave them teaspoonful doses of calomel, from which they died. They did not live long after they took it." To say of a hotel keeper: "He keeps no accommodations. A person could not get a decent meal or bed there if he tried," was decided to be actionable.

To say of one engaged in business, "Do not go to his place of business. You will bring disgrace upon yourself. He is a bad man," was declared to be actionable. It was declared actionable to say of a mechanic, "He could not make a good wall, or do a good job of plastering. He is no workman. He is a botch;" and to say of a merchant, "He keeps false books and I can prove it."

Words which impute insolvency or bankruptcy to a man in business are actionable as unjustly destroying his credit. The following words were declared to be actionable: "There is a time when men will fail, who must fail, and Ostrums' time has come."

It was declared actionable to state of an architect, "The poor fellow is crazy, and his employment as architect of a public building could be regarded in no other light than a public calamity."

To publish a charge of drunkenness concerning a clergyman, if said of him in his professional capacity, would be actionable both as to his personal and his professional character; that is to say, the jury in assessing damages would be allowed to consider both elements in arriving at the measure of damages.

To say of an attorney, "He hath the falling sickness," or that he is dishonest and deserves to be struck off the roll of attorneys, was held to be actionable.

It was held to be libelous to publish of an auctioneer, "He is a deceitful rascal, a villain, and a liar. I would not trust him with an auctioneer's license. He robbed a man he called his friend." In this will be found elements justifying a verdict both for libel as to the person and to his business.

A statement as to a minister whose employment as such was then in controversy, that he had had trouble with a girl in every church that he had ever had, and that in one case the trouble was such that his wife threatened to leave him, was declared to be libelous *per se*.

A statement in a newspaper that the advertisement of a specified firm or person will not be received in the columns of the paper, although big pay is offered, and that the readers of the paper have been repeatedly advised that by the manufacture and sale of such medicines the public is swindled out of their money, was declared to be actionable.

A charge of habitual intemperance of a teacher of boys was held to be actionable as to the profession of the teacher.

A publication charging a teacher with being privy and consenting to a larceny by his pupils was declared actionable *per se*, not as charging him with a crime, but as charging him with indifference to the moral welfare of his pupils and thus affecting his character as a teacher.

There are cases in which a publisher may speak in the highest terms of an individual and in the same paragraph make a statement which would be libelous concerning his business. There are cases in which an attack is made upon an individual and at the same time affecting his business. This may be done by publishing a false statement concerning a teacher, accusing him of immoral relations with

a pupil. In such case the measure of damage would be to both trade and person, that is to say, the jury would be allowed to consider both in arriving at the correct measure of damages. The law regards each and every trade or calling which is lawful and orderly of equal respect, and it is not by reason of any favoritism of the law that actions for damages are entertained. A school teacher is no more respectable than the man who works upon the streets, yet there are certain qualifications necessary, and publishers must not interfere with whatever reputation belongs to him in his trade.

Some statements may be actionable if said concerning the man who works at the humbler occupations which would not be so if said concerning the professional man. As in libels as to the person, the truth for justifiable ends would be a defense under the principles of the common law. An insinuation may be as actionable as a direct statement, and in such cases the proof must be as broad as is the direct statement together with whatever meaning the insinuation may convey.

The law only protects those who are in lawful occupations, and the fact that the occupation is unlawful is a complete defense when the action is for damage to business, unaccompanied with anything which reflects on the personal character.

There is a broad range of liberty of criticism as to business so far as the interest of the public is concerned; such criticism should be based on a current statement of facts. This liberty is much broader in case of public business than in case of private business. All kinds of entertainments, especially those to which an admission fee is charged, may be criticised with great freedom.

D. M. BUTLER.

Lincoln, Neb.

IN MEMORY OF PAST-PRESIDENT ANDREWS OF THE U. T. A.

AN INSTRUCTIVE AND INSPIRING LIFE.

At Rochester, New York, there passed from the busy scenes of life a master in the art that preserves the words and deeds of men as well as the arts and sciences, human knowledge and philosophy. It is well when a man has so lived that a record is worthy of preservation for the instruction, cheer and encouragement of those yet to die. E. R. Andrews, who presided over the convention of the United Typothetæ of America, at Rochester, had so lived. He was quiet, unassuming, but of rugged, honorable character, and full of good works. Born 1828, died August 13th, 1900, are the dates that bound the seventy-two years of his earthly existence, but the dates do not bound the influence for good nor the agencies established through his fruitful work for the employment and benefit of men.

The foundations of the printing establishment of which he was at the time of his demise sole owner, were laid by him and others away back in 1854. The business remains a monument to his careful management, perseverance, and industry. The conduct of the business for many years means much more than the splendid establishment into which it has been made to grow. During the years he instructed and built up young men in right principles of business who are now useful and honorable men, successful in the calling, the dignity and value of which they learned under E. R. Andrews. One such, who spoke for many others paid, through the local press, at the time of the funeral of Mr. Andrews, one of the highest and truest eulogiums, possible to be paid by one man to another. He said in part: "As an employer of labor he was always one of the most just and humane of men, quick to recognize his own rights, and firm in his insistence upon them; he nevertheless, was ever mindful of the rights of others, and prompt to correct any infringement upon them. In those of his employees who remained with him a number of years he took much more than a passing interest, informing himself fully of their circumstances and habits of life, and being ever ready to help them in every way. In his apprentices he took almost a fatherly interest, and his insistence upon the standard of their instruction was such that every graduate from his establishment was not only a finished workman, but a confident, self-reliant business man as well. Very feelingly the writer remembers the words of kindly admonition addressed to him by Mr. Andrews when he entered

upon his apprenticeship, nearly thirty years ago, and the advice not to fit himself to be only a workman, but to be a master, was not lost upon him. And, judging by the fact that, after an absence of nearly ten years from Rochester, I am able to distinguish by the signs over four business places on my way down town which carry the names of former workmen in Mr. Andrews' establishment, there have been others who have profited by like advice.

"Yes, while there are many ways in which Mr. Andrews will be missed in Rochester, where his public spirit and broad-minded philanthropy made him the guiding genius of business, educational and charitable institutions, yet in no way will his loss be more seriously felt than as the wise, conservative and helpful employer of labor, and we who have enjoyed the privilege of his guidance will ever keep his memory in our hearts."

He was active in all kinds of work for the good of humanity, being at the time of his death president of the Rochester Orphan Asylum, vice president of the Mechanics' Savings Bank; trustee of the University of Rochester, of the Western New York Institute of Deaf Mutes, of the Rochester Theological Seminary, of the First Baptist Church, and of the Rochester Athenæum and Mechanics' Institute. He was also prominent in business and financial circles, being president of the Lawyers' Co-operative Publishing Company, of the Campbell Creek Coal Company, operating in West Virginia, and of the Sunart Camera Company, of Rochester. The NATIONAL PRINTER-JOURNALIST gave at the time, in 1897, a full account of President Andrews' successful administration of the affairs of the United Typothetæ of America, and his thoughtful words of good counsel in the annual address. In closing we can do no better than borrow the words of President Strong, of the Rochester Theological Seminary, and a life-long friend of the deceased:

"Farewell, then, for a little time, friend, helper, fellow worker in every good cause, we will cherish your memory, profit by your example, continue the work to which you put your hands."

The Rochester Typothetæ adopted the following resolutions on the death of Mr. Andrews:

"No organization could feel more keenly the death of Ezra R. Andrews than the Rochester Typothetæ, of which he was the founder and president.

"They mourn his demise both as organization and as individuals. As an organization, because they realize that its success is largely due to his careful, wise and devoted attention to its interests; as individuals, because to all, and especially the younger members, his sympathy, advice and assistance was theirs in the fullest measure, making them feel that they could go to him with the confidence that a son would go to his own father.

"No nobler record can a man leave behind him; and while in this hour of sadness our hearts are full of grief, we feel proud that we have had as a president such a character as his.

"May it be an inspiration to us all, and may his example stimulate us to follow in his footsteps!"

EDITOR WILLIAM H. COOK, DECEASED.

The past six months seem to have been unfortunate in the number of deaths of editors prominent in editorial organization. Is this, however, only because it is fifteen years since the editors of the different parts of the United States commenced to know each other personally and be brought close together? The National Editorial Association was formed in 1885, and the members were then largely men past middle life, and now they are actually growing old. While for the first fifteen years deaths seemed very infrequent, it is in accord with the natural laws of mortality that the death rate should increase from year to year.

The last to fall has been that genial, whole-souled gentleman, Editor William H. Cook, of the Milford (Mass.) *Journal*. He died at his home August 26th, of cancer in his right cheek, which was first noticed last December. An operation was performed in early spring and later a second. Mr. Cook, however, continued at his work until July 15th.

Mr. Cook was born Jan. 7, 1843, in Bennington, Vt. He learned to set type at nine years of age in the office of the *Vermont State Banner*, and at sixteen was editor of that paper. He was then the youngest editor in New England, and was always a strong supporter of union among news-

paper publishers. He was one of the founders of the Vermont press association, and labored incessantly for the elevation of his beloved profession. He also became an early power in the politics of his native state, was prominent in republican party conventions before he was of age, and at 23 was chairman of the republican convention of his county. He continued in active politics in that state until his removal to Massachusetts, which occurred after the sale of the *Banner* in 1870.

In the spring of 1872, in conjunction with his father and his brother, Geo. G., now postmaster of Milford, he bought out the *Milford Weekly Journal* and job printing establishment, and as the editor of that paper and its associated publications became a power in the state. That firm of Cook & Sons remained unchanged up to his death. How ably he met every newspaper exigency was attested by the success of the *Journal*, established Oct. 22, 1888.

He early impressed his fitness for party leadership upon the republicans of Milford and was elected as representative to the legislature in 1876 and 1877 from the Milford district.

In November, 1895, he carried his senatorial district against a popular and magnetic democratic leader. It was a victory he owed to his own personal work in the district, in which he spoke often in the campaign. He was re-elected in the fall of 1896, and a third time in 1897. His work in the senate was very arduous, for his convictions as to bad legislation and evil-legislative surroundings were very strong, and his courage to attempt to remedy what he considered defects was unbounded.

The legislative service for which he will be longest remembered, and because of which he endeared himself to all the newspaper workers of the state, was his efforts for the passage of the newspaper libel law. This was a measure asked by all prominent Massachusetts newspaper publishers as simple protection from unjust and unfair suits on the part of unscrupulous litigants. Mr. Cook carried it through the senate of 1896, and its passage through the house was prevented by a ruling of the speaker. Mr. Cook and his associates at once began a fight to have it enacted in 1897, and this effort was successful.

In all his legislative career he was frank, outspoken, sometimes unsparing of what he deemed wrong, but always conceded by his strongest opponents to be sturdily honest and upright in his convictions and of unstained personal character.

He was one of the founders of the Suburban press association of New England, Aug. 5, 1881, at Athol, with R. Wm. Waterman and George M. Whittaker, and was its first president, continuing for three years in that office. He was the founder and first president of the Republican editorial association, and was for three years president of the Massachusetts press association. He was a member of each association at the time of his death.

Mr. Cook will ever be remembered by his editorial associates for his genial virility, for his clear judgment and loyalty to his calling. The editor of this paper had frequently met him at editorial meetings in his own state as well as at the conventions of the National Editorial Association and had come to prize him as one of these earnest, unobtrusive but always agreeable gentlemen of ability, whom it is ever a pleasure and an education to know. Born in the same year, this death naturally comes nearer home to our strength than it would otherwise. We join with all who knew and prized him in our association, in extending sincere sympathy to his family and friends, and especially to his brothers in the New England and Massachusetts Associations in which he was so active, so highly prized and loved.

POINTED PARAGRAPHS ON ADVERTISING.

It is as difficult for some advertisers to say what they mean as it is for others to mean what they say.—*Printers' Ink*.

The best of business is stimulated by advertising, and the best known business men are the biggest advertisers.—*Utica (N. Y.) Observer*.

One successful advertisement does not prove a man a good advertiser. It takes persistent, profitable pushing to establish a reputation, and to hold it after it is established.—*Advertising World*.

WINNING SUCCESS EXEMPLIFIED BY THE LOS ANGELES TIMES.

NO NAMBY-PAMBYISM ABOUT THIS PAPER.

The wisdom of a paper's standing firmly by principle, instead of pandering for favors to demagogues and successful wire-pullers, is well illustrated by the success of the *Los Angeles (Cal.) Times*. That paper, as is well known, has been as bold in its course as a defender of right as has its owner and editor, General Otis, been brave in war. Namby-pambyism, truckling, easy-subservency, and cowardice are damnable in a public journal that professes to inform and to instruct. A paper with such characteristics may succeed in a way, but could succeed better by a manly and fearless course. Is there any real success, worthy the name, that is obtained by helping to fix wrongs upon the people by aiding in the raising up of classes in a free country and raising jealousy and suspicion between employers and employees, between men of different pursuits, different sects or different parties? The Christian diplomat and scholar, Apostle Paul, wrote to his son in the faith: "This is a true saying. If a man desire the office of a bishop he desireth a good work." The same may be said of him who desires to edit and publish a modern newspaper. But if the office of bishop is obtained through and used for misleading the people, fixing burdens upon them, binding closer, or increasing superstitions and leading men into a false reliance upon the pretendedly miraculous, upon forms and ceremonies, canting repetitions in senseless adulations and hypocrisy, instead of for building up character, helping men and women to a realization of the true liberty of noble living, to self-reliance, virtue and clearness of understanding—to God-likeness in following reason, exercising benevolence, observing all the laws of well-being and using all the instruments and agencies provided by kind nature (God's visible manifestation) for health, growth, strength, inspiration, moral, physical mental, spiritual purity and perfection—then it is a work that puts evil before goodness, the false above the true, pretense for the truth, pride, vain-glorying and hypocrisy for solid worth, for true worship and a faith founded in judgment and rational worth. We can think of no failure so damnable and humiliating as that of a bishop or priest whose life, though passed in ease and pomp, surrounded with wealth and honors and the adulations of his deluded victims, has only served to fasten stronger the chains of vain superstition and to leave his people weak victims to every pretender, religious charlatan or hypocritical miracle-worker on the one hand, and on the other, to their own weak, feeble, mystery-burdened, befuddled sentimentality, hypocrisy and mendacity.

The next approach in failure to that of the worldly bishop or priest—whose life is a continued contradiction to the profession of being a follower of Him whose whole being and life was truth, love, humility, simplicity, sympathy and commiseration for those in sin and poverty and wretchedness; of self-abnegation and self-sacrifice—is the newspaper man or editor who, having entered the high calling of an editor and publisher, afforded the opportunity and high privilege of instructing all the people and for this purpose permitted to enter with his printed words and pictures into the sanctuary of the home, into the shops and offices, into farmhouses, the humble cottages of the day-laborers and mechanics, and into the palaces of the rich, to talk with pure maidens and fond mothers, with the sons and the fathers, the young and the old, instead of seeking success by winning confidence and respect, by giving reliable news, by treating all questions with honesty and fairness and striving to inculcate truth and true ideas of life that may be helpful and make men and women hopeful, trustful and happy, relies on sensationalism, on that which appeals to the passions and prejudices, suspicions, jealousy, envy, hatred and distrust between buyers and sellers, employers and employees, citizens and the public officers; between husbands and wives, children and parents; combines with rings and tax-eaters against tax-payers, helps the rich to rob the poor, and makes the poor to hate the rich, who revels in details and illustrations of vice and crime, lust and mendacity. To call such a newspaper man a success, though he piles up millions, is to call a monster a saint, corruption purity, hell a heaven.

Experience shows that even the winning of business and a permanent prosperity is now best accomplished by

honorable methods, by loyalty to the people, to the good and the true.

This writer about the *Times* says a good many things in a sarcastic way but makes some most telling points, among which bulk of practical wisdom we find the following:

"Practically everybody—even those who for some reason or other do not like Otis—admit that he publishes a first-class paper. At the same time his course is generally condemned by the "push" for the persistent and aggressive manner in which he makes enemies by attacking criminals, crooks, frauds and fakers in the columns of the *Times*. It is claimed by his friends that in almost every case the men attacked are enemies of the public, who deserve censure.

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"For instance, soon after Otis went on the *Times* he opened out on the Southern Pacific Company, because that corporation exercised the privilege of such bodies in refusing to pay its State taxes. Hitherto the journals of Los Angeles, like most of the others of the State, had wisely stood in with the corporation, which has at its command so many favors in the shape of passes and other privileges, and it was something of a shock to the community to find this time-honored rule so rudely broken.

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"The most flagrant instance of bull-headed persistence by the *Times* in making enemies occurred in connection with the labor strikes. The attitude of the editor of the *Times* in regard to organized labor is too well known to need comment. He insists that proprietors of business enterprises should be allowed to conduct their affairs according to their own ideas of what is right and fitting, and that no member of a labor organization has the right to prevent another man from working when and where and how he pleases. He even goes so far as to maintain that every citizen, whether employer or employee, has the right, under the Constitution and the law, "to pursue any lawful avocation in a lawful way," to quote from one of his indiscreet pronouncements.

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"It is a well-known fact that the *Times* bears down severely upon public characters whom it discovers to be unworthy of trust. If the *Times* discovers what it calls a "bad man," even of its own party, it persistently refuses to puff him or support him, or even to ignore him, but is fond of holding him up to ignominy, and of warning the public against him in case he runs for office.

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"The paper keeps on adding to its circulation and income, while its contemporaries keep on going to the wall. It has built, and they say has paid for, two big newspaper buildings during the era of its greatest unpopularity, and has put into them press after press of the latest and costliest models, besides a powerful battery of Linotype machines and a maze of other modern machinery for producing a metropolitan and up-to-date newspaper. The *Times* has a circulation and an advertising patronage greater than that of its three daily contemporaries combined."

INDUSTRIAL DEVELOPMENT.

The Jackson, Miss., correspondent of the New Orleans *Picayune*, in writing of the meeting of the Mississippi Press Association says:

"There is more talk of industrial and material development among the members of the Press Association than ever before heard at any press convention. Every editor in the State has some good thing to say of his town and county and of the State generally. The great industrial wave that is sweeping over Mississippi is largely due to its brave and devoted press, and there seems to be a universal determination to talk and work for mills and factories and diversification of crops, things that will redound to the glory of State and people. Cotton mills, planing mills, chair factories, canning factories, saw mills and all other enterprises that will help build up the State, bring more people, add more wealth and swell the tax rolls, in both city and country, are the things that are needed, and the State press fully realizes this fact. There is more public building going on in Mississippi, according to the testimony of contractors who are in the State from abroad, than in any other Southern State. This means much; it means that the long lane of stagnation has been turned,

and that the people at home are alive to the good things that have been vouchsafed to them, and that they are not waiting for outside capital to come into the State, but that they have begun to use some of the idle capital that fills the bank vaults of the commonwealth in enterprises which will pay handsome dividends. It is gratifying to be able to state in this connection that the testimony of the editors from all over the State is that the people in both town and country were never better off; never more prosperous or contented."

USES OF EDITORIAL ASSOCIATIONS.

"MORE THAN ONE ORGANIZATION NEEDED IN THE IMPERIAL STATE OF MISSOURI."

President C. N. Van Hoesen, of the Southwest Missouri Press Association, gave his opinion at the meeting in July on the topics named in the above caption as follows:

"The Southwest Press Association was organized about fifteen years ago and although weak at the beginning it is gradually growing stronger and we hope to continue growing in strength until the Association is second to none in the State. It has been charged that there are too many such associations in the State and that the smaller ones draw their strength from the State Association. This is a mistake. The smaller associations strengthen the larger ones just as detachments of an army strengthen the main army, or as companies make regiments, and regiments make armies. We have a National Press Association, and it would be as logical to assert that there should be no State Press Association as they injure the National Association. We have a National government, subdivided into States, then again into counties, and then into townships, and townships in precincts and school districts, yet all work harmoniously and without conflict. So it is with the Press Associations. Imperial Missouri is too big, too broad, too long and too great to be thoroughly covered with one Association, and in order that all newspaper men might have an opportunity to belong to such an organization it became necessary to institute the Southwest, the Northwest, the Northeast, the Southeast, and possibly one or two others of which your President has not yet heard. There is no reason why the State Association should view with jealous eye any of the Associations, as they are all doing good work and helping to elevate journalism, produce better writers, create a thirst for information, and make the profession one to be envied rather than one to be spurned.

"If these Associations had no other aim than that of pleasure the membership would be worth all it costs and the time well spent. There are few vocations in life that afford so little time for recreation as that of an editor. The doctor has his fishing trips, the lawyer has more spare time than he has clients, the teacher has his summer vacation, legal holidays, winter vacation and every Saturday in the year, the minister has but one day in the week to work—so some people allege—and his summer vacation besides; the business man must take trips to purchase goods, which in a measure furnishes recreation and a change of scenery, but the newspaper man must labor day in and day out, week in and week out, month in and month out, year in and year out, from the time he begins his newspaper career until he is forced out of the business by his delinquent subscribers or is called to a higher and better world where clothing and provisions are needed not. If, then, we can enjoy a day or two together exchanging ideas, getting acquainted and forgetting for a time our sorrows, our bills past due, our business men who refuse to advertise, those who send job work off to other towns, the irate subscriber who has not yet made good that promise of a sound thrashing—the time is indeed well spent and we will all feel the better because of it.

"But while we are here partially for pleasure let us not forget that business comes first. There is not only a great responsibility resting upon us as an Association, but there is still a greater responsibility resting upon us as individual members. We represent a calling that is second to none. Not even the ministry is held in higher esteem by the American people than that of the editor, journalist or newspaper man, as you may be pleased to call him. When we reflect that no great reform has ever yet been accomplished without public opinion in its favor, then we can grasp, to a certain extent, the magnitude of our responsibility. Give me the newspaper and I care not for your armies. The strength of the press is second to no power on earth."



NOT WORK, BUT WORRY.

It is not the work, but the worry,
That wrinkles the smooth, fair face.
That blends gray hairs with the dusky,
And robs the form of its grace;
That dims the luster and sparkle
Of eyes that were once so bright
But now are heavy and troubled
With a weary, despondent light.

It is not the work, but the worry,
That drives all sleep away.
As we toss and toss and wonder
About the cares of the day.
Do we think of the hands' harder labor,
Or the steps of the tired feet?
Ah! no, but we plan and ponder
How to make both ends meet.

It is not the work, but the worry,
That makes us sober and sad,
That makes us narrow and sordid,
When we should be cheery and glad.
There's a shadow before the sunlight,
And ever a cloud in the blue,
The scent of the rose is tainted,
The notes of the song are untrue.

It is not the work, but the worry,
That makes the world grow old,
That numbers the years of its children,
Ere half their story is told;
That weakens their faith in heaven,
And the wisdom of God's great plan,
Ah! 'tis not the work, but the worry
That breaks the heart of a man.

—Somerville Journal.

THE MISTAKE OF GETTING OLD.

SIMPKINSON had seated himself in the barber's chair and fallen into a fit of abstraction. While the lather was brushed over his face he had a sense of creature comfort, but nothing more. When the barber began to run the sharp razor over his skin, rub him with witch hazel, and finally lay the dry towel over his face and pat it softly, Simp-

kinson was conscious of a righteous sense of respectability. But even then his thoughts went sounding on their dim and hidden way over the problems how he was to get enough money together by tomorrow morning to cancel a note at the bank, pay off his hands at the mill, get Mary a new bonnet, and send a check for a hundred dollars for Bill's tuition at college.

These were hard problems, and they made him knit his already corrugated brow.

Just as he was in the deepest part of the business, and had heaved an unconscious sigh, the barber stepped on the lever and gave the chair an upward tilt. Simpkinson rose with it, and, in the most absent-minded way in the world, looked straight ahead of him. His eye caught sight of a man, not very far away, who attracted his attention curiously, and, after bestowing upon him a quick and searching glance, he said to himself, "There's a fellow who is beginning to show wear and tear, and if he don't look out he'll be an old man directly."

And then, with a lightning-like flash, he recognized in that wayworn-looking wretch his very own self, William Simpkinson!

The shock it gave him almost took his breath away. He muttered a queer word, and then began to lay the blame on the mirror. He had just opened his mouth to say to the barber, "I'd think that a fellow who was doing the business you are would have a better mirror than that," when the

barber spoke first: "Hair's getting a little bit gray, Mr. Simpkinson. I can remember when it was as black as a raven's wing. Been shaving you and cutting your hair for something like twenty year and more—haven't I? We're getting old, and no mistake."

Mad! Well, Simpkinson was mad, and no mistake. But he bit his lip and kept still, although it cost him the greatest effort of his life. But what he withheld from the barber he uttered to himself: "I'd think a man would know more than to throw his business away, as this old fool does, by such talk as that. Just because he's getting old himself he wants everyone else to be. Nice kind of an envious spirit!"

But the experience "struck in," and, when he got out of the chair, he stepped up to the glass and took a good look. While the boy dusted his clothes he stood up straight as an Indian, and when he went out into the street he stepped off so briskly that, from a rear view, you would have thought that he was just home from his freshman year in college, instead of getting ready to go back to his twenty-fifth reunion.

But the first thing he did when he reached home was to let himself in slyly by his night key and go upstairs to his shaving mirror. Standing in front of it, he first assumed all sorts of expressions, and then after a while, tired of deceiving himself, he just let go of his countenance as the sailors do of the ropes of a sail and his features dropped into their habitual expression of seriousness and care.

"No use; I'm getting old," he said to himself with a pathetic sigh, and then sat down for a few moments' quiet reflection. After a little while he rose, took another look in the glass, and said, as he set his lips, "There's a lot of work in the old man yet. I am going through to the end and I am not going to get melancholy about it, either. I have got to get old, but I don't need to get sour. There are Mary and the youngsters to be looked out for. I musn't darken their lives."

When he went down to supper he looked so big and strong and fine that Mary fairly blushed, and, when he put his arm around her and walked into the sitting-room, she said, "Tom, I never saw you look so handsome in my life."

"You don't tell me! Why, it wasn't more than an hour ago that the barber took my breath away by telling me that I was getting old."

"Old? The dunce! I would like to have him say that to me. You don't look a day older than you did when I married you."

And then the children heard a queer sound in the hall and the whole band ran out there, shouting: "We caught you! we caught you!"—*Dr. C. F. Goss in S. S. Times.*

NOTICE TO EDITORS OF THIS AND OTHER COUNTRIES.

You are invited to join me in my research work on the following plan: Give me one of your reporters for two or more hours a month to collect from the people scattered and unrecorded valuable information. Each reporter's work can be sent in manuscript or printed and a clipping mailed or a marked copy forwarded to me, using registered mail occasionally. From the contributions—which may include any suitable clippings from past numbers of your publications—syndicate articles, generally copyrighted, will be prepared and ran in this journal, and contributors are at liberty to run in their publications all or part of these monthly reports. One registered mail receipt will entitle you to the copyrighted articles for three months. We will first take up examples of laughable, unusual, or expensive mistakes, trying to study at the same time the sources and elimination of trouble.

E. M. PRATT 123 Fifth Avenue, Chicago, Ill., U. S. A.

ARTFUL DODGING.

Among the bad features of depraved unionism that leads to a disregard of the rights of others, the violation of law, to assaults, blackmailing, slander, vilification and other crimes is the encouragement and practice of perjury. The following summary of evidence from the decision of Judge Hemenouer in the Canton (Ill.) strike case is one of hundreds of illustrations that might be given to this point:

"They did assemble; they did discuss, God knows what, the Court does not. God knows what matters were discussed, the Court does not. A portion of these discussions and conversations were given, given to that line. They did not go behind it. The ingenuity and experience of the attorney that led them up promptly to that line could not get them over it. 'They were there; they forgot.' 'I don't remember.' 'No, I didn't hear that.' 'Were you present?' 'Yes.' 'Did you assemble by order or request?' 'No.' 'Why did you go there?' 'Was casually passing by and dropped up, that is all.'"

Witnesses take an oath, calling God to witness, to tell the truth, the whole truth, and nothing but the truth." Yet witnesses are privately drilled by lawyers who are sworn officers of the court, supposed to aid the judges to see that justice is done between the State and the accused, how to avoid telling the whole truth.

GIRL GRADUATES ON NEWSPAPERS.

The press, from time out of mind, has had no end of sport over the "sweet girl graduate." The Superintendent of Public Instruction of Baltimore, Md., possibly with a view to serving the ends of retributive justice, recently turned the school girls loose on the press by requiring the young ladies to write on "Newspapers" in a competitive examination for scholarships in the State Normal School.

The young ladies, however, showed that they harbored no ill will. The Baltimore *Sun* gives the following among other literal extracts from their compositions:

"I think everybody should have a daily paper sent to their house, except on Sunday, as there are other things to read on that day."

"Newspapers were invented many years ago; before that there was very little known that went on among our own and other people."

"Newspapers are the most common articles in America; they are read by almost every man and woman in America and also by a great number of children."

"The first newspaper in this country was published in the time of William and Mary at Annapolis, Md. It was first called the *Maryland Gazette*."

"The papers can be understood by everyone because the publishers do not use large words."

"Newspapers are one of the best means for advertising, for the advertisements are bound to be seen."

"Nothing could possibly take their place and a nation could never be so progressive without their aid."

"By carefully reading the papers daily one could greatly improve his education and in many cases receive a good practical power of reason."

"When Benjamin Franklin printed the first paper he did not know that he was teaching the nation to be extremely curious. The newspapers of today contain news from every continent on the globe, even the dark country of Africa."

"Many people by reading these papers are able to discuss with more educated persons the popular questions of the day. Although we can get these useful articles almost without any trouble, how many school girls take advantage of them? They would rather read some novel by an author of no prominence at all. Then, if girls would read their papers more they would derive great benefits from them and also help them to use the English language more correctly."

"The newspaper is called an educator, for such it is in the truest sense of the word."

"The man, woman or child of today can get both a fair education and an idea of the progressing of our country by reading clearly the daily papers."

"Newspapers are of great aid to the people. To some extent they influence the people, and they have now gained such a firm footing so that their censure or their praise

concerning different things has much to do with the opinions of the people who read them or are influenced by them."

"Many persons who cannot attend schools of higher learning are greatly benefited by newspaper reading."

"Newspapers are the most useful and beneficial of all the articles which are in use in the present day."

"The newspaper affords great pleasure to many, for from it can be heard the latest news, bargains, entertainments, etc."

"Newspapers are especially useful for teachers and their pupils, and there ought not to be a house without such an article."

"Reading the newspaper is something which is essential for those who desire to be well posted on daily occurrence. An hour spent every morning, when the mind is fresh and in a condition to receive facts, would tend largely to broaden one's mind."

WIN PRIZES AT PARIS.

The following are among the 1981 American manufacturers to receive awards at the Paris Exposition:

United States Bureau of Engraving and Printing.

United States Government (publishers' building).

Mergenthaler Linotype Company.

Unitype Company.

Neostyle Manufacturing Company.

American Type Founders' Company.

Barnhart Brothers & Spindler.

Chandler & Price Company.

Hamilton Manufacturing Company.

Hempel & Dings.

National Machine Company.

Harry B. Rouse.

F. Wesel Manufacturing Company.

Joseph Wetter.

Century Company.

United States Government Printing Office.

Collective exhibit American newspapers, publications and magazines.

George Barrie & Son.

Babcock Printing Press and Manufacturing Company.

Goss Printing Press Company.

Miehle Printing Press and Manufacturing Company.

C. B. Cottrell & Son Company.

Campbell Printing Press & Manufacturing Company.

Western Bank Note and Engraving Company.

National Association of Photo-Engravers.

Lanston Monotype Machine Company.

Max Levy.

Chicago Three-Color Company.

Funk & Wagnalls Company.

Johns Hopkins Press.

J. B. Lippincott Company.

Merriam Company.

Collective exhibit American Society of National Advertisers.

Brown & Sharp Manufacturing Company.

Ferracute Machine Company.

DISHONEST ADVERTISING DOES NOT PAY.

Read all the new advertisements; there are a lot of them. The majority of the *Breeze* advertisers occupy their space the year around and have special bargains to offer purchasers every day in the week and every week in the year. They don't drop out of sight when a dull month comes, but keep hammering their name and line of business into the heads of the people who read the local paper, and that is the reason why they are so well known and do such a profitable business. The other is that they have seasonable goods and always do as they advertise. It is impossible for a dishonest advertiser to long fool the people. A good, straightforward, plain and convincing advertisement is the best kind, and any advertiser who thinks that he can fool the people by tommyrot talk will soon find that he is the only one fooled. People are getting more sensible every day.—*Bolivar* (N. Y.) *Breeze*.

People are not going to injure their eyes reading ads. set in "diamond" type nor carry a magnifying glass to read them.—*Mail Order Journal*.



3 A 8 a

36 Point Tudor Bold

\$6 45

Great Steamboat Line Eastern Division



8 A 25 a

18 Point Tudor Bold

\$4 10

Remember that "time is money," and that the most valuable article in your composing-room is your men's time. Don't have them spend fifty cents worth of time hunting for thirty cents worth of sorts. When you read this look into your composing-room and see if some compositor is n't looking for a letter to finish out his line.

3 A 6 a

48 Point Tudor Bold

Austin Grove Rich Coal Mine



Barnhart Bros. & Spindler

5 A 15 a

24 Point Tudor Bold

\$4 80

Keep your lead and slug cases filled always. Don't allow a compositor to put in more time looking for leads and slugs than it takes him to set the job. You can't afford to.

3 A 4 a

60 Point Tudor Bold

\$10 80

Racine Hotels

4 A 12 a

30 Point Tudor Bold

\$5 90

The Tudor Bold has a wealth of strength and beauty peculiarly its own. It will occupy an important place in artistic typography.

Carried in stock and for sale by

Minnesota Type Foundry Co., St. Paul, Minn.

St. Louis Printers Supply Co., St. Louis, Mo.

Southern Printers Supply Co., Washington, D. C.

Great Western Type Foundry, Omaha, Neb.

Great Western Type Foundry, Kansas City, Mo.
and by all Dealers.

Tudor Bold

Original.

12 A 40a 6 Point Tudor Bold \$2 30

The way to make money is to keep your office supplied with the latest improvements—the very latest in type designs and the latest machinery. Everybody will not do so—in fact, the majority will not—but that is just the reason why you should, for then you will be in a position to make money while your competitor is worrying along and just barely paying expenses with slow presses; with old type that takes more of the pressman's time to "bring up" than the whole job should require; with work spoiled because a figure don't show in a street or telephone number, or because an initial fails to come up in a customer's name. Yes, your competitor with an out-of-date office is led a merry chase after the dollars; but you—you're going to show them how to capture those dollars by keeping right up with the procession. There is only one way to make money in the printing business, and that way is to be wide awake and to take advantage of every opportunity. It is not merely the ability to get work at a good price that counts; your office must be so equipped that you can turn it out at a minimum cost—a thing impossible where your force is continually "hustling" for material.



Price of Series Complete, \$54.20
Subject to Current Discounts.

12 A 40a

8 Point Tudor Bold

\$2 40

So far as we can tell at this late day, the early typefounders made their types with heavy faces, and with seldom or never a hair-line, because they were unable, with the crude facilities at hand, to produce the faces—now sometimes termed effeminate—which later came in vogue. But with increasing skill and more perfect methods founders thought to improve upon the work of their predecessors, this so-called improving process continuing until the limit of fineness of line was reached in those faces with lines so delicate as to be read only with difficulty—faces that after being used a few times were ready for the hell-box. No wonder, then, that when this extreme was reached the pendulum began its backward swing; outraged art rebelled. To be sure it is not necessary that the crudities and inaccuracies due to imperfect methods and tools and materials be adopted; but we can with perfect propriety adopt those forms so beautiful in their legibility and strength.

10 A 30a

10 Point Tudor Bold

\$2 70

No matter the printer should be very careful about is the quality of the material he purchases. The bodies should not only be mathematically correct, but the metal from which the type is made should be hard without being brittle. It is not the easiest thing in the world to produce a type metal embodying hardness, toughness, and long-wearing qualities, and only by years of patient toil and experiment is it possible. To this inability to produce a metal combining all the good qualities found in that used by founders to-day may, in part, be ascribed the crudeness of the earlier specimens of printing.

Manufactured from Superior Copper-Mixed Metal exclusively by

Barnhart Bros. & Spindler

183 to 187 Monroe Street, Chicago.



Tudor



Bold



is made



by



Barnhart



Bros. &



Spindler



in ten



sizes,



Six



to



Sixty



Point



Inclusive.

8 A 25 a

16 Point Tudor Bold

\$3 50

Time was, and not so many years ago, either, when black-faced type was considered out of place by many except in sale bills and newspaper advertising. At that time it seemed impossible for the founder to make type light enough. If heavy-faced letters were made at all they were rimmed or shaded by hair lines that to us now-a-days seem to completely destroy their beauty. Fashions change, of course, and now we seem to be entering upon an era of bold solidity in type design, with only the remotest suggestion of ornament. That this change is for the better few will deny.

10 A 30 a

12 Point Tudor Bold

\$3 00

Do not be content to let your business take care of itself; your neighbor will get it if you do. Push it with all your might; weed out all the old and useless material; always keep your office up to date; don't allow time to be lost in press-room or composing-room for the want of sorts or other material worth a few cents. Get out neat advertising matter, and do it often. In short, show people that you are in business to make money. And you will succeed.



Carried in stock by



St. Louis Printers Supply Co., St. Louis, Mo.
Minnesota Type Foundry Co., St. Paul, Minn.
Great Western Type Foundry, Kansas City, Mo.
Great Western Type Foundry, Omaha, Neb.
Southern Printers Supply Co., Washington, D. C.
and for sale by all Dealers.

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BARGAINS IN

SECOND-HAND MACHINERY...



LARGEST STOCK IN THE WORLD...

*AMERICAN TYPE FOUNDERS
CO. WILL SEND FROM ANY
OF ITS BRANCHES A LIST OF
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100 Drum Cylinder Presses
43 Two-Revolution Presses
42 Paper Cutters
12 Stop Cylinder Presses
13 Folders
9 Hand Cylinder Presses
4 Double Cylinder Presses
4 Three-Revolution
Presses
4 Campbell Oscillator
Presses
84 Miscellaneous Machines
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Gas Engines, Electric
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tors, etc., etc., etc.

SEND FOR COMPLETE SECOND-HAND LIST — WE KNOW YOUR
WANTS CAN BE SUPPLIED FROM "THE BIG LIST" OF THE
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BINNY OLD STYLE No. 77

An original and beautiful series of Old Style Letter
adapted to the Printing of Fine Books and Magazines

12 POINT

STIMULATED to reaction against ecclesiastical and feudal tyranny, and responding to influences possibly brought to life by the influx of scholars from Byzantium, Italy had already done much toward rehabilitating the classical products of antiquity when the balance of Europe began to throw off the shackles of intellectual despotism, and succumb to those mighty spiritual energies which ended in the emancipation of reason, the freedom of thought and the recognition of natural rights. The course of the Renaissance, determined by the revival of learning, vitalized the Italian scholarship of the fifteenth century, afforded tremendous impetus to

11 POINT

THE RISE of Greek and the accumulation of its classical documents, and became an encouragement for the new art—typography—which gave to Italy an Aldus Manutius and to France the Estiennes. This century is the fountain of those influences which culminated, in the sturdy Teutonic mind, with the Reformation, for the enthusiasm and devotion with which Oriental, Hebrew and Greek studies were pursued evolved a race of scholars whose labors almost instantly began to trend in the direction of Biblical criticism. Italy, at the time, was sponsor for the new birth. The awakening which came to mankind, showing in one direction the basic relations which unify humanity, and in another the possibilities of intellectual freedom, entered the

10 POINT

ITALIAN mind first. The arts of Italy reflected the humanistic spirit of her letters. Science and philosophy bridged the mental chasm between the ancient and fifteenth-century worlds for the first time in 700 years, and sought to evolve a new critical apparatus which should adequately express the renaissance culture. A classical education became a necessity, and the knowledge of antiquity was indefatigably explored to add thereto. The threat of the Turk to seize Constantinople more and more influenced the emigration of learned Greeks into Italy, and with them came the literature of Greece—the writings of Pindar, Plato and Aristotle. From Italy the tidal wave swept across the Alps into Germany, where, receiving modifications akin to the nature of the inhabitants, it effected a liberty of religious conviction and a license in expressing it which were powerfully enlarged by the agency of the printing press. The achievements and aims of Froben, at Basle,

9 POINT

REFLECT the position of printing in Germany at the time. Already the power of the press began to deprive the pulpit of its exclusive claim to be the supreme center from which all knowledge emanated, and forerunners of the coming freedom appeared among the nations of Europe. The light of mind extended on, rapidly encompassing the European peoples, but peculiarly affecting France. Strongly tintured with Italian culture from the intimacy of that intercourse which was steadily maintained between the two countries, the terror of classical learning held sway in France the longest. Architecture, the fine arts, and, to a

8 POINT

CERTAIN extent, literature, experienced a change, and a genius here shone forth through the patronage of Francis, which was sadly wanting in the domain of Biblical literature. To art was accorded liberty, while the press was governed by the ecclesiastical body of the time, the college of the Sorbonne. Of this seeming inconsistency in the actions of a monarch who has been diversely criticised, a student of the epoch, in relation to the Estiennes, has said: "We must remember that two powerful influences operated upon it (the press of France) simultaneously, but not in the same way. These two influences were the demands of the public and the patronage of the Court. The patronage of the sovereign was exerted, and successfully

7 POINT

EXERTED, to develop the material beauty and splendor of books. Grolier was encouraged to bind and Robert Stephens to print. A magnificent Greek type was cast at the expense of the royal treasury. When a sumptuary law prohibited gilding in houses and furniture, book-binding was, by a special clause, exempted from its operation. All that promoted this exterior *luxure*, which the French *Librairie* has always courted—the expanse of margin, the thick-wove paper and the brilliant type—that was the idea which the master of Rosso and Cellini formed of his patronage of letters. His often-quoted saying to Benvenuto Cellini, "Je l'étoufferais dans l'or," expressed the materialist direction of the taste of Francis I. And so in books the magnificence of the revival has left its mark behind it in the Greek editions which issued from the press of Robert Stephens, 'printer to the king.' On the

6 POINT

OTHER hand the spirit of curiosity which had arisen among the public made far other demands upon the press. It wanted to learn. It desired books, not to place in a cabinet, but to read in order to know. First and foremost, to know the truth in the matter of religion; next, to know the cause and remedies of the evils, moral and material, by which the people felt themselves crushed; how to struggle with nature—to wrest from her more comforts, more enjoyment. But the press as the medium of knowledge—as an arena for debating spiritual and social problems—was not the press which the government of Francis I. would encourage. This is the explanation of the apparent inconsistency in the public acts of that monarch which has caused him to be represented in such different lights. While Francis I. is invoked by some historians as the Father of Letters, the Mæcenas of the Arts, by others his memory is branded as that of a bigot and persecutor, whose zealous despotism would not tolerate the least dissent, the most gentle criticism of the acts of his ministers. The truth is that Francis I. was both of these at once. He was the munificent patron of art and artists—a patron also of letters and learned men.

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—15—

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18 Point No. 8 8A \$2.50

MODERN

24 Point No. 9 6A \$2.75

CIRCLE

30 Point No. 10 5A \$3.00

BLIND

M

ESSRS WARD & SCHOFIELD cordially invite you to be present at an exhibition of the **BLANCHARD FACES**, to be held in the parlors of the Royal Hotel. This exhibition comprises some of the most valuable collections in existence and will be the only showing previous to the public display in the Auditorium. It will be necessary to present this card at the door.



The Duke of Swansdown, the Earl of Piccolo, the Princess Ethelbertha, and His Holiness the Cardinal will be at the Royal Hotel.

May 1901

Spring
and Fall

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Scientific
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Hardy
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1900
1901

St. Louis
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59 3A, \$7.25

48. POINT CONDENSED BLANCHARD

L.C. \$3.30; C. \$3.95

6a 4A \$5.00

36-POINT CONDENSED BLANCHARD

L. C. \$2.40; C. \$2.60

8a 5A, \$4.30

30-POINT CONDENSED BLANCHARD

L. C. \$2.15; C. \$2.15

100 6A, \$3.50 24-POINT CONDENSED BLANCHARD L. C. \$1.75; C. \$1.75

15a 9A, \$3.20 18-POINT CONDENSED BLANCHARD L. C. \$1.65; C. \$1.55

20a 12A, \$3.00 14-POINT CONDENSED BLANCHARD L. C. \$1.50; C. \$1.50

25a. 15A. \$2.80 12-POINT CONDENSED BLANCHARD L. C. \$1.40; C. \$1.40

28p. 18A. \$2.50. 10-POINT CONDENSED BLANCHARD. L. C. \$1.25; C. \$1.25.

35a 22A, \$2.25 8-POINT CONDENSED BLANCHARD L. C. \$1.10; C. \$1.15

40a 25A, \$2.00 6-POINT CONDENSED BLANCHARD L. C. \$1.00; C. \$1.00

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EDITORIAL

notes and points

Great activity is reported in the stationery trade. This indicates a good condition of business generally as well as increasing intelligence.

Newspaper publishers will be pleased to know that Justice Lambert of Buffalo, N. Y., has held that a city must pay for publishing pre-election notices. The Buffalo *Times* recovered \$2,016 on suit.

The *Rocky Mountain Sentinel* has changed hands, and is now published by Mrs. Harriet E. Wilson, with L. C. Nickerson as editor. It is devoted largely to mining and legal publications. It is well gotten up and certainly shows no loss of business through the having a woman as publisher.

The *Iowa State Capital* has ordered a Scott press that will print 25,000 copies an hour and in two colors. Hon. Lafe Young has won a splendid success in his paper, and evidently intends to keep in the front firing line, as he was at San Juan as a representative of his paper.

Charles L. Lee, of the Charleston (Ill.) *Courier*, made a good point by taking all his newsboys to Chicago to see the sights and view the wonders. It pays to show an interest in and to increase the enjoyment and add to the intelligence of the newsboys of a daily paper, just as it pays the publisher of the country weekly to make much of his country correspondents.

The *Humphrey Democrat* of Humphrey, Platte county, Nebraska, is a neat and prosperous appearing paper, published by C. H. Swallow. It relies for support on surpassing competitors in the amount of local and general country news printed. A corps of paid local correspondents is maintained, who gather all the news in the territory covered by the paper. In its advertisement the paper says: "No premiums! No rebates! No catch schemes! The inducement we offer for new subscribers is printing a first-class country newspaper and making it as good as we can 52 weeks in the year. Two sample copies will be sent free on request."

The managers of the exposition at Mount Gretna, Pa., showed good judgment by providing an editorial day. The state editors were welcomed in the Park Auditorium by the president of the exposition. Hiram Young, the veteran editor and publisher of the *York Dispatch*, well known and highly esteemed among the members of the N. E. A., spoke entertainingly of how to conduct a modern daily successfully, and gave many interesting facts showing how the daily paper of today is an important factor in the community, fostering industries and promoting a general interest among the people. Congressman Marlin E. Olmsted, of Harrisburg, made an address, giving interesting facts about old newspapers.

A paper for tramps is the newest publication heard from. A special to the *Times-Herald* from Sycamore, Ill., August 18th, said: "The first number of the *Tourists' Union Journal* was issued here today from the Sycamore *Democrat* office. This is the first paper of the kind that has ever been published in the United States, as it is to be devoted wholly to the interests of the hobo and tramps. The paper will be edited by Charles F. Noe, junior editor of the *Sycamore Democrat* and organizer of the *Tourists' Union* No. 63. The paper was made up largely of letters from various members indorsing the movement. The

Journal will be published monthly." A copy of the paper has not reached this office for review. It is a query as to who will be the advertisers and how that department will be managed.

The readers of the NATIONAL PRINTER-JOURNALIST are under special obligations this month to John H. Porter, manager of the Modern American Printing Office at the *Exposition Universelle*, Paris, for an instructive description of the exhibits of the several leading establishments contained therein and making up of the same. It will be a matter of pride and congratulation among all publishers to know of the leading position taken by the United States in all that pertains to the "Art Preservative." The having of a building devoted to the publishing and printing interests of the United States was a happy thought of A. S. Capehart, the originator of the idea, and the manner in which the suggestion has been carried out confers honor on all concerned. That those who risked their money in the no inconsiderable outlay to each in order that America might be properly represented, are reaping substantial returns, in added reputation, extended fields, in highest awards and direct sales of goods and machinery, will also afford pleasure to all who have any pride or interest in American progress, and in the reward of merit and enterprise. We are also under obligations to Mr. Porter, for the photographs from which our splendid illustrations are made. The cuts were prepared by the NATIONAL PRINTER-JOURNALIST, and it is hoped they will be appreciated by our advertisers as well as by our subscribers. The article and the illustrations ought to act as a stimulant toward the procuring of better materials and machinery and the having of better managed and more attractive offices.

It would be probably folly or at least very far-fetched to say that the securing a nomination to a public office by an editor contains any particular "point" valuable to newspaper success. Yet such nomination may signify that the editor has so conducted his paper and himself personally as to have won the confidence and good-will of his constituents, two very important elements of success. We have to record this month the nomination of three editors to offices: Editor Ed. L. Luckow, of the *Sauk County Democrat*, Baraboo, Wis., of whom and his newspaper methods we had several things, both instructive and interesting, to record in connection with his election as Mayor of his city last spring, has been nominated for Congress in the Third Congressional District of Wisconsin. While our readers are of all parties and many of them do not agree with him in politics, all who have had the pleasure of meeting Mr. Luckow at the conventions of the National Editorial Association will be pleased and feel like congratulating him on account of this deserved honor and his party on the wisdom of his choice. Editor Garry A. Willard, of the Boonville (N. Y.) *Herald*, has been nominated for the position of State Senator from Oneida County. The readers of this paper are so well acquainted with Mr. Willard that nothing need be added here. His able speeches and his biography have been recorded in these pages and the kindest wishes of editors all over the United States will be extended to him, with the feeling that if elected he will do honor to his State in the Senate Chamber at Albany as he has honored his State as President of the New York State Press Association and as a frequent delegate to the conventions of the National Editorial Association.

The third editorial nominee is Thomas B. Woosley, of the *Enterprise*, Mulhall, O. T., who has been nominated

for member of the Legislature from the Eighteenth Representative District by a unanimous vote. We have not the pleasure of a personal acquaintance with Mr. Woosley, but he publishes a good paper; and a man who can successfully conduct a good modern newspaper is competent to fill any office within the gift of the people.



The *Princetonian*, of Princeton, Dallas County, Ark., recently had a very interesting article on the use of the woody, fibrous residuum of crushed sugarcane, called bagasse, in paper making. One bagasse mill is already in operation and three more are in contemplation. The paper says:

"There are annually cultivated in the sugar belt 300,000 acres in cane, which produce twenty tons of the stalk to the acre. These 6,000,000 tons of cane produce 25 per cent or 1,500,000 tons of bagasse. This bagasse has a caloric energy one-fifth that of coal, making the crop equal to 300,000 tons of coal, the cost of which on an average is \$900,000. This bagasse is worth as fuel only about sixty cents per ton, therefore.

"The bagasse contains 10 per cent of cellulose, which would become paper pulp, and 6,000,000 tons contain 600,000 tons of cellulose. Even admitting that only 70 per cent of the cellulose could be converted into paper pulp, there would be 420,000 tons of the pulp. Thus the price of the pulp would only have to be \$3 per ton to exceed the value of the bagasse as fuel. As a matter of fact the pulp is worth about \$20 per ton.

"These figures, giving the caloric and pulp value of bagasse, are by no means overestimated. Professor Stubbs has given the matter the most careful study, and his standing as a chemist leaves no doubt of the value of his work.

"The present cultivation of sugar cane annually depletes the soil of its nitrogen, which can not be restored to it, it not being possible to return the nitrogenous qualities of the bagasse to the level of the cane soil, as the unutilized parts of the cane would interfere seriously with the cultivation of the succeeding crop. But once reduce what is now refuse to paper pulp, and the nitrogenous residuum could be restored to the soil to its great benefit. Sugar itself does not come from the soil, but from the air, and if all but the sugar and cellulose were returned to the soil the soil would lose practically nothing.

"Another experiment now going on that may prove an obstacle to the paper trust is being made by Mr. Edward Atkinson, the well known economist of New England. Mr. Atkinson recently sent to Professor Stubbs for a quantity of rice straw to be experimented with in a New England mill, and the experiment is now progressing. The rice straw crop of Louisiana is enormous, and if the straw proves as good for paper manufacturers as the bagasse, Louisiana will add tremendously to the paper pulp stock of the world.

"It was formerly necessary to establish paper mills near streams of clear water, but with the improvements in filters, as good water can be obtained from the Mississippi and other streams as can be had anywhere."



The Ithaca (N. Y.) *Daily News* congratulates itself on a New Angle Bar Duplex Perfecting Press. Among other things, in speaking of the press, the paper says: "It is doubtful if there ever was in Ithaca a piece of mechanism which attracted more attention and universal admiration than the Duplex Perfecting Press which is now printing the *News*. Some time ago it was announced that the Duplex Printing Press Company of Battle Creek, Mich., had built a wonderful press for the Ithaca Publishing Company, but it was not until after the machine had been seen in operation that its merits were thoroughly appreciated. From the time the first forms were ready for it a week ago it has worked as perfectly as the finest watch."

The purchase of the most improved and best machinery is always a good investment for a newspaper or printing office. When the forms of a newspaper have reached the pressroom speed and good work are essentials. Yet beyond these, as suggested by the remarks quoted, machinery of the highest grade has another important value to an office; it creates new interest, gives confidence and adds to the reputation or fame of the establishment. It indicates prog-

ress, prosperity and permanency. In a word, it is a most excellent kind of advertising. This the *News* appreciates and has prepared to utilize to its fullest extent. It says: "Appreciating the merits of the new press and the instruction to be derived by witnessing its marvelous operation, the *News* has provided in its new building a balcony for the accommodation of those who care to watch the making of a daily paper. And to all thus interested the publishers of the *News* again extend a hearty welcome. The press starts at 4 o'clock each afternoon."

We congratulate our friends of the *News* on their prosperity and enterprise.



The Grand Prize was awarded to the American Type Founders Company at the Paris Exposition.



The *Weekly Journal* of Jamestown, O., has been changed to a semi-weekly. The reason given by the publisher for the change is that the arrangement will afford subscribers with news earlier, that will always have a "fresh flavor." Each part or issue will be one-half the original size of the weekly and the price remains unchanged, at \$1.25, or \$1 if paid in advance. The object is to please the patrons and there is little doubt but that where subscribers can be reached regularly twice a week a semi-weekly has advantage over a weekly. People like their news, as they do their meat, fruit and eggs—fresh.



Minnesota has an association of all home-print papers, with advertised, known and sworn circulations, and the papers in the organization use this design simply to let the fact be known. The idea is that the all home-print paper has value over others as an advertising medium, and to promote this idea and the other one of giving to advertisers an honest statement of circulation and to prevent publishers from thoughtlessly competing with themselves in their own columns by farming out their advertising to ready-print houses, the members are banded together in this organization.



The Yonkers (N. Y.) *Statesman* also shows prosperity by the installing of a new Cox Duplex press, of which it gives an illustration and description. The new press is guaranteed to print, cut, paste and fold 6,000 papers an hour, and displaces a Hoe press with 2,000 copies an hour capacity, or, in other words, the output is increased threefold each hour that the press is run. The *Statesman* has added two pages to its size, and is able to issue at an earlier hour. This is a gratifying kind of expansion that means more business, and the publisher is already looking forward to the adding of two more pages.



While in New York recently we had the pleasure of meeting Mr. Richard Ennis, who has been an occasional contributor to this paper. He was for thirty-seven years an employing printer, wholesale bookseller, blank-book manufacturer and stationer in St. Louis. During his residence there he published the St. Louis Daily Bulletin and the St. Louis Stationer and Printer, and held many positions of honor and trust. He was one of the first movers in the formation of the United Typothetæ of America at Chicago, in 1887, and long before that he visited Chicago on a mission of helpfulness as chairman of the committee that brought a train load of supplies from St. Louis to aid the sufferers from the great Chicago fire. He is now a contributor to trade journals in the lines of printing, stationery and paper, for which he is especially fitted by his long years of experience. He also does an advertising and printers' supply brokerage business. He contributes to the daily press political and economic subjects, and four years ago helped to prepare for the press a volume entitled "Money of the Constitution" which ran through several editions.

He had charge of the stationery exhibit at the recent Grand Central Palace Printers' Exposition, and at its close was honored with a flattering testimonial signed by the seventeen large companies and firms of New York who were exhibitors. Among these were Harper Brothers, Funk & Wagnall, Moses King, the J. L. Morrison Company, Estabrook Steel Pen Company, and many others of national and international reputation.

GUILTY ENGRAVERS.

Monopolies and Trusts: What Are They?—In Two Chapters.

(Concluded from September issue.)

CHAPTER II.

The Conclusion, Not Guilty—Original Signification of the Term Trusts—"Trusts" in the Modern "Common Use" of the Word as Indefinitely Applied to Firms or Corporations of Extended Business or Wealth—How Remedies to Be Applied.

Certainly anyone who read the first chapter of this article must have concluded that the members of the Chicago Photo-Engravers Association were no more guilty than were the women hung as witches in the name of religion a century and a half ago. None of the photo-engravers have been hung and we judge, from appearances, that none are at all in fear of hanging. It may be remarked by way of preface to this chapter that it is sometimes a wonder how institutions, organizations, laws and even religions as well as words are perverted from their original purposes or meanings. Even Christianity, founded on brotherly helpfulness and love for all mankind, has frequently been perverted into an engine or agency of persecution, injustice, extortion, hatred and murder of brother men because they failed to believe in or to accept some man-made creed—that which was established in and taught humility and service has frequently been made the promoter of avarice, pride and earthly power until even the consecrated clergy have thought more of vestments, ceremonies, pomp and high-sounding titles, of ease and wealth, of being called "Reverend," "D. D.," "Bishop," "Archbishop" or "Pope" than of helping poor human brothers out of ignorance, superstition, poverty or misery.

It is not necessary to go to old churches for examples. Only fifty years ago a society was formed, called the New York Printers Union, composed alike of employers and employees, of which Horace Greeley, then an employing printer and editor and publisher of the *Tribune*, was chosen President. The organization was for advancing and improving the craft. It was founded on the broad principle of mutual good will for the advancement, helpfulness and improvement of the craft and for the help of all engaged therein. There was no thought of hate or injustice between those who assumed the arduous work of managing the business and paying the wages and those who worked in the pressroom or at the case. It was truly American then. How different has unionism become, in its expansion, is shown by the report of the Treasurer at the recent meeting of the International Typographical Union in Milwaukee, showing that this former fraternity of mutual good-will and helpfulness pays tens of thousands of dollars to fight employing printers, to a few hundred for the aid of its own members; fixes three dollars a day for workmen as printers and pays seven dollars a day to so-called "organizers" to make trouble between employers and employees. Unionism today in all acts and resolutions speaks of employers as enemies instead of friends. Its first President won position and respect, against poverty and a very forbidding personal appearance, by doing more and better work, being more thoroughly informed than his fellows, an efficiency he reached by working and studying from sixteen to eighteen hours a day, as had Benjamin Franklin before him; but now too great efficiency leads to fines or dismissals of the workman, and the working over hours, when necessary, is made a double expense to the employer. Force, hate, strikes and boycotts have given place to mutual respect, confidence, loyalty and good understanding.

In about 1868 a fraternity was formed among the farmers known as the "Patrons of Husbandry." The teachings of its ritual were for improved methods in farming, the cultivation of gardens, of flowers and fruits, for more knowledge and better homes, for love of nature and good-will toward men; but, as in printer unions, place-seeking and avaricious men thought they saw a way to easy gain or riches as well as to political preferment by sowing suspicion, hate and strife and by appeals to avarice. The result was what is known as the "Grange movement," dur-

ing which farmers attempted to do away with all merchants or middle men, to conduct their own stores and elevators. The harvest was bankruptcy, the loss of farms and general distress; the elevation of dishonest, hypocritical demagogues to office and the passage of laws that destroyed credit, retarded the development of States and helped on the general financial crash. It worked, just as has spurious, modern unionism, the greatest injury to those to whom benefit was promised. The fact has been well established in these and a hundred other cases, that man is not permanently advanced or benefited through efforts of members of organizations to dictate to others or by undertaking to rule or manage other people's beliefs, consciences or business.

But this is aside and only remarked in passing to intimate that so-called trusts have not always proved beneficial to those embarking therein, and to suggest that as the churches and the order of Patrons of Husbandry have learned of the folly of the former attempts at dictation and interference, it is hoped that unionism and all other attempted monopolies may be reformed or abolished.

The original and proper meaning of a trust was a confidence reposed in a person or corporation by making him or it the nominal owner of a property or franchise to be held, used or disposed of for the benefit of another. The Century Dictionary defines a modern so-called trust as, "Specifically in modern, common usage, an organization for the control of several corporations under one direction, by the device of a transfer by the stockholders in each corporation of at least the majority of the stock to a central committee or board of trustees who issue in return, to such stockholders respectively, certificates showing, in effect, that although they have parted with their stock and the consequent voting power they are still entitled to dividends or to share in the profits—the object being to enable the trustees to elect directors in all the corporations, to control and suspend, at pleasure, the work of any and thus to economize expense, regulate production and defeat competition. In a looser sense, the term is applied to any combination of establishments in the same line of business for securing the same ends by holding the individual interests of each subservient to a common authority for the common interests of all."

In brief, then, "a trust," that in its proper sense is the imposing of a confidence in one for the benefit of another, has, in a hateful, common, loose and often false use of the word, come to signify a combination of the few for the robbery of all—an agency of theft instead of service.

It is evident then that in this modern loose use of the term neither an individual or a corporation (which is merely an artificial person created by law for the purpose of uniting the capital of many in business and that affords the only practical method of profit-sharing) can be a trust, no matter how wealthy nor how extended the business carried on. To refer, for an illustration, to a great corporation known to all printers, the American Type Founders Company is a duly organized corporation owning its own property and managing its own affairs and interfering with no others. The stockholders have their own capital invested, the same as the stockholders in a mill or as the individual owner of a bank. Its formation no doubt grew out of overcompetition and a feeling among many type founders that they could not live under the then existing conditions. It was thought that great economy would result in management and in the designing and manufacture of type by having one large company instead of a score of smaller ones with divided management and possibly with limited means, machinery and advantages in trade or business management. There is nothing in the nature of a trust in all this.

Several years ago the petroleum oil interests of the country were in thousands of different hands or companies, all trying to get rich by buying oil lands and sinking wells. We lived, at that time, in a small Minnesota city, and remember a local company was formed with considerable capital for so small and new a place and a man was sent to the oil regions to pick up fortunes for all who invested. The result was that every cent was lost and the man, who left a reasonably profitable mercantile business, was impoverished. This was only one of thousands of such instances. Yet oil was comparatively high and of poor quality. No one was benefited and thousands were bankrupted by hav-

ing so many in the oil business. That was along in 1859 or 1860. Finally a strong company was developed that went to work with skill, aided by science. The quality of the oil put on the market was improved and the price lessened; besides, through the use of sufficient funds and the aid of chemists a score and more of useful articles were extracted from the crude petroleum that proved of vast benefit to mankind.

Neither the public nor any individual thereof is benefited by having business conducted unskillfully or at a loss, occasioning on the one hand poor goods and higher prices and on the other constant failures and financial disaster. There is no doubt but that when a man or company has capital invested in a business, that, for lack of sufficient skill, capital or business ability and experience, can not be made profitable, it is better for all concerned, the public as well as the owners, to place that business under competent control, rather than to suffer failure. There has been a great deal of foolishness about putting up prices and shutting down factories. No board of managers possessing a grain of common sense or the most limited of practical experience but that knows the raising of prices invites competition and the curtailing of profitable production lessens the total profits. The only way under heavens among a free and enlightened people with abundance of capital—as in this Nation today—to keep in the lead or control of a manufactured product is to produce cheaper or better than anyone else and the only way to make the greatest possible profits in the aggregate is to produce all that can be profitably sold. No business can be long run at a loss and the calamity is much less to close up an unprofitable business and pay all wages or other obligations than to have the business fail and thereby bring sudden and unexpected calamity, accompanied by widespread financial loss against which no provision has been or could be made.

Modern corporations, with stock divided into small shares, ranging from ten dollars to two hundred dollars a share, afford splendid opportunities for small investments, and after securing a home, or even before, the investing in shares of stock of the corporation with which one is employed, affords the best possible means of securing a competency against the day of need. The means afforded in this way, for small investments, are the best and most available known in the history of business. The corporation management is nearly always in the hands of those largely and directly interested in its business success, so that the small investor gets the benefit of the greatest managerial ability and experience for his small capital which would otherwise be impossible. The honestly and ably conducted corporation instead of being a hurtful, so-called trust, is as much of an improvement over old methods of individual management as is the modern web press over the old hand press. With the old hand press only available the great modern newspaper would be an impossibility, as would be the general diffusion of literature or learning through the millions of books printed. Without concentration of capital through corporations, railroads, the telegraph lines encircling the world, the ocean and river steamers, great factories and extensive mining operations, and all the vast and varied employment, the opening up of an undeveloped country, the unparalleled productions in every line and the greatly increased wealth of the most remote regions would have been impossible. The corporation instead of being a monopoly is the shield of the many against the private greed, extortion and oppression of the rich individual. The many with small individual capital, can unite their funds through corporations and overtop in the aggregate the wealth and power of the richest and most grasping. It is, after all, the individual and not the corporation that is avaricious and grasping. Corporations managed by paid employees are naturally less greedy of gain than are miserly, individual holders of wealth.

We know that it has been held against public policy for a stockholder to divest himself, in a particular way, of his voting power, though it has never been held against public policy to vote by giving his proxy to another, which is pretty much the same thing. If a man knows or believes that another or that a board of men of ability and experience can manage certain of his investments better than he can himself, why is it wrong for him to invest such

another or such a board with power to manage his affairs for him? If a trustee deals or threatens to deal dishonestly or does or threatens to do a wrong to the public, there are laws by which the intended dishonesty or wrong may be enjoined or if accomplished, recovery may be had and punishment be meted out.

The whole theory of anti-trust legislation rests on the old laws that made "engrossing" and "forestalling" punishable. "Engrossing" was "to monopolize the supply of or the supplies in any article; get entire possession or control of, for the purpose of raising prices and enhancing profits, as to engross the importation of tea; to engross (or get control of) the market of wheat." A notable failure to "engross" the wheat market of the world, that resulted in great profit to the farmers and in several million dollars of loss to the "engrosser," is fresh in the minds of all.

"Forestalling" was the act of engrossing the possession or control of goods for sale; specifically, in old English law, the buying or contracting for merchandise or provisions coming on the way to market or before market hours, or dissuading persons from bringing their goods or provisions to that market, or persuading them to enhance the price there." This was at one time a punishable offense and we believe that in Sparta, though we have not the facts at hand, the holding of grain or other food products for a higher price was punishable with death. Under such laws we fear that many of our farmers and their advisors and many thousands of buyers, hoping to make money by the natural and expected rise in grain, would be held criminal. Business would be overthrown and nothing bought until the day it was to be consumed. It is very evident from the definition of a "trust" that very few can exist. Certainly no act of an individual or corporation in the handling of its own products or funds with a view to legitimate business or the advance of prices can be called a trust or a violation of law. No man in this country would deem it wrong for any individual or corporation to buy all that his or its funds will pay for. No agreement among printers, engravers or manufacturers not to do work below a certain price could be considered a trust.

Then how are the people to be protected? Simply by leaving to all the right, as it now exists, to embark in any business that may promise profit and by punishing all persons who practice any fraud, deceit, wrong, oppression or injustice.

The conclusion of the whole matter is for every one as a good citizen to attend strictly to the upbuilding of himself and his own business, either directly himself or through those whom he deems more competent to manage his affairs or investments; wasting no time in striving to manage other people's affairs; to entrust his own affairs to his own keeping and to lay in store against calamity; to strive to do his best in advancing the interests of the establishment with which he is connected, either as employee or employer, through making his work efficient and profitable; by turning away from envy, suspicion and hate and treating all men as brothers; by voting for honest, sincere, broad-minded, well-balanced men for office and being no man's slave, tool or dupe.

APPRECIATED IN THE FAR WEST.

SPOKANE, WASH., Aug. 15, 1900.

National Printer-Journalist.

"Publicity and More Work" is a department full of good things that should not be overlooked by any one connected with the printing or allied trades. It is the "great and good" of the many departments contained in the NATIONAL PRINTER-JOURNALIST, and will be of great value to all readers who wish to know how to increase their business. Yours very truly,

EDW. W. STUTES.

SEATTLE, WASH., Aug. 15, 1900.

DEAR MR. HERBERT: I take pleasure in enclosing remittance in payment for subscription to the NATIONAL PRINTER-JOURNALIST to January 1, 1902. Each year your publication becomes of greater interest and value. It certainly merits the favor and patronage which it appears to receive. With best wishes, I am, sincerely yours,

WILL A. STEEL.



PUBLICITY
(AND)
MORE WORK

FOR PRINTERS,
PRINTER-JOURNALISTS,
ENGRAVERS, DISTRIBUTORS ETC.

WHY THEY SHOULD HAVE THESE THINGS.
HOW THEY CAN COMMAND THEM.

CONDUCTED BY ICONOCLAST-BUILDER.
186 SUMMER ST. BOSTON, MASS.




E cannot call attention too strongly to the list of prizes that has been offered in connection with this department.

It should have the effect of bringing forth some most valuable ideas, that will be of the greatest benefit to readers of this department.

We trust that not only employing printers, engravers, distributors, etc., will respond to this call for practical articles. We should be greatly pleased if their employees would also send in articles. An employe is often brought into more direct contact with the conditions affecting these trades than the employer himself. There has been such a revolution in these businesses during recent years that the employers' former experiences as employees may not have such an up-to-date value as the experiences of employees of the present day.

GET MORE WORK FROM YOUR TOWN.

There is no other advertising that brings in so much profit in proportion to the money expended as advertising done by towns. All local publishers, printers, engravers, writers, distributors, etc., should impress this fact upon their towns. The publishers of many local newspapers have made their towns by means of publicity freely promulgated by their papers. In return for this they have got a very little printing. The reason that the work of local editors is so little appreciated is because they are the most modest of men, and do not, themselves, appreciate the importance of their work.

The interests of a live local paper and of a live town are interdependent. Advertising is just as important a factor in the building up of a town as it is in the growth of a business. Local editors, assert your importance to the town. Towns do not appear to value what they get for nothing, any more than individual people do. If you have run a paper in the interests of your town, the town owes you a living, and a good one, at that. See that you get it.

But the services of the local editor (given as they are for the most part gratuitously, but nevertheless thoroughly valuable) should be amply supplemented by the services of the other advertising trades.

"Printed matter" is never so effective as when employed in booming a town. A splendid thing for any town is the work of a live, enterprising, up-to-date local board of trade. Modern local boards of trade are collectively carrying on the good work that the local editor did by himself for many years before he received much assistance or encouragement. But now local boards of trade, composed as they are of enterprising business men, are making known the merits of their towns by modern business methods. They have reached the important, self-evident conclusion that if advertising is a good thing for a business it must also be a good thing for a town. They are patronizing and paying the local editor. Moreover, they are giving plenty of work to the printer, engraver, lithographer, writer and distributor. They are awakening the people of the smaller towns of the country to an interest in their abiding place. In a town whose local board of trade advertises, there is a spirit of confidence engendered among the citizens. It is a very common thing for the citizens of "no mean city" when they are away from their homes and are asked what

kind of a town they hail from to depreciatingly and irreverently remark: "It is the last town God ever made." This deplorable spirit is not seen among towns that have a local board of trade. Such remarks advertise a town to its detriment, and to the detriment of the business welfare of the men who make them. For whatever helps a town helps the individuals thereof, and whatever injures the town injures each inhabitant.

There is many a delightful village that seems designed by nature for a summer resort, but never becomes one to any very appreciable extent. The reason is very simple. It is like the many brave men who lived before Agamemnon, who, as Horace informs us, "died unwept, unknown, in endless night, because they lacked a sacred bard." If such places are dead, it is because they lack an inspired advertising man.

Doubtless some of the readers of this department think it is rather late in the season to talk about advertising summer resorts. Such is not the case, however. It is not late in the season, but early.

At the end of the summer season of 1898 the hotel proprietors and boarding-house keepers of Ocean Grove, N. J., and their fellow-citizens who shared in their successes or reverses were well-nigh discouraged. It was the last of a succession of poor seasons for that summer resort. And it will probably continue to be the last. The summers of 1899 and 1900 have been the most prosperous that ever happened at Ocean Grove.

And why?

The knights of the composing stick, acid bath, lithographic stone, paste brush, pencil and pen were given More Work—and the town got Publicity.

How?

Through the instrumentality of the local board of trade that was organized in the autumn of 1898 in the then discouraged town of Ocean Grove.

The initiation fees of the members of the board of trade were not devoted to a Christmas banquet, but were added to a fund subscribed to by hotel and boarding-house keepers in proportion to the size of their houses. Many of the merchants of the town were also glad to help out the plan of publicity. An outline of the methods that were used with the purpose of securing publicity for the town is here given.

Special Ocean Grove envelopes were designed, with "Season June 1st to Oct. 1st, Ocean Grove, N. J.," on the address side, and on the reverse side were "Fifty Facts About Ocean Grove." These facts were a triumph of the ad. writer's power of condensation. Special town letter-heads, also bristling with facts, were designed. These were distributed gratuitously and in great quantities by the board.

We do not credit the Ocean Grove board of trade with any great originality in regard to town advertising, but simply take this place as a sample town, which helped itself by patronizing the arts preservative and explanatory in an up-to-date business manner. For some of these data we are indebted to an article which appeared at the time in *Printers' Ink*.

There is one thing about this advertising campaign that you should particularly bear in mind, and that is that these envelopes and printed matter were distributed in the early winter. The postmaster of the little town in a short

time reported that two-thirds of the outgoing mail consisted of this special stationery.

The town had not long to wait for results. Even in the dead of winter replies came pouring in. Persons who had never heard of Ocean Grove before were anxious to hear more of it then. Those who had heard of it before, but only incidentally, were now interested in the place. The board of trade considered that this particular piece of advertising, which was done in the period of the winter solstice, was the most profitable, result-bringing part of their scheme, and yet it would have been completely useless had it not been followed up by more effective advertising.

We have talked several times in this department about the advantages of papers which are exclusively house organs. The Ocean Grove authorities issued a monthly illustrated paper, which was exclusively a town organ. The entire paper was devoted to sounding the praises of Ocean Grove. The opinions of prominent people, not only of that town but of many other parts of the country, who were competent to express a favorable opinion of the summer resort, were solicited. Their eulogiums were set up with taking headlines. Local writers contributed column after column concerning the little-known beauties of the place.

The attention of the people was not called to Ocean Grove exclusively as a summer resort. The printed matter made out that the town was a haven of delight in the winter as well as in the summer.

The illustrations were well chosen. We have often noticed in looking at editions of papers intended to boom towns with which we were acquainted that any old picture of any old place seemed to be considered as good enough. We have often wondered at some of the illustrations that formed part of the advertising done by railroads. The most commonplace bit of scenery was exploited, simply, it appeared, because the photograph was handy. Little care seemed to have been taken to procure striking photos of the really pretty places. But in this paper the utmost pains seemed to have been taken to procure telling photos, which would bring the beauties of the most beautiful parts of Ocean Grove right home to the lovers of nature. Fine half-tones of the houses, fields, woods, lakes, bridges, drives, brooks, playgrounds and every other available subject were printed. The papers were made thoroughly interesting—and hence were eagerly sought for. At least ten thousand copies were printed every month and sent broadcast. The hotels were supplied with them, and quantities were sent to prospective guests. By the first of May, because of this systematic manner of advertising, hotel and boarding-house keepers had more inquiries than they had had for the whole of several years before.

And yet the services of the advertising trades were not dispensed with. The people of Ocean Grove had prepared for the interest, which inevitably comes where good advertising is used. The job printers, lithographers and engravers were still kept busy.

The consequence of all this was that Ocean Grove prospered as never before. The bread of advertising had been cast upon the waters and it returned to the people of Ocean Grove after many days in the shape of the richest kind of plum cake.

If advertising is a good thing for businesses it is a good thing for towns. This is a proposition which has received its *quod erat demonstrandum*, as Mr. Euclid would say. If advertising is a good thing for a summer resort it ought also to be a good thing for any other kind of a good town. There are very few really poor towns in North America. There are very few which have not some advantages, and the town of many advantages which buries its talents in the ground is sure to be distanced by the one-talent town (or "one-horse town," if you will) that starts to systematically advertise. Devotees of the advertising art, awaken the town fathers! Make them realize that their duty is to give their local habitation a name. The authorities of a town, who have sufficient faith in it to make it widely known, will be gratefully remembered when the town will have become a city.

No town can prosper in these days of competition among towns as well as among individuals if it does not adopt the chief method of overcoming competition's storm and stress. That way is by a judicious but liberal use of printers' ink.

Now, this is just as good a time as any other part of the year in which to get more work, which will have the ultimate result of building up your town as well as your busi-

ness. The "winter of our discontent" should be "made glorious summer" by the sun of advertising.

* * *

GET IN LINE FOR THE PRIZES.

Longfellow, in one of his later poems, gives this description of the man who writes his thoughts for others to profit by:

And voices pursue him day by day,
And haunt him by night;
And he trembles, and needs must obey
When the Angel says, "Write."

We wish that angel that looks over the destinies of the trades this department seeks to aid would attend to his business a little better and haunt printers, engravers, etc., both by day and by night, until they send this department their ideas upon the subjects connected with Publicity and More Work.

Write.

Write!

Write early and often.

WRITE.

WRITE!

WRITE ABOUT THIS—Do you believe that \$10,000 invested in advertising by means of printed matter in the smaller daily and weekly papers, and through job printers, distributors and small publishers, will bring as much profit to the advertisers as \$10,000 spent in the large daily papers?

Write Yes or No, just as you think. If you have looked into the matter carefully, we believe your answer will be Yes. If this Yes is backed by good, substantial, practical reasons, it should place your trades in a new light before the advertising world.

The advantages of "printed matter" over the still, small ad, crying in the wilderness of a Sunday newspaper should be made manifest. It is of the utmost importance that your side of the story should be thoroughly, convincingly and continually told. The metropolitan papers' side has been continually kept before the public. Mark Twain, who told many a potent truth under the guise of a lie, declared: "A lie stuck to becomes history." A wrong idea perpetually promulgated will be looked upon as axiomatic truth by the wisest men.

Your pockets will be better lined if you make your case known. A decisive trial of this matter, if practically carried out, would be worth many thousands of dollars to the advertisers of this country. If live advertisers could be thoroughly interested in this matter they would be likely to aid such a trial by any means in their power.

The ancient house of B. T. Babbitt, for instance, would probably give a good many dollars to have a decisive answer to this question. Mr. Hyde, the business manager of the concern, a grandson of the late Mr. Babbitt, has set apart \$400,000 to be spent in advertising Babbitt's soaps without the 's. The *National Advertiser* says that "books, circulars, folders and posters will, it is said, be freely and judiciously employed." But Mr. Hyde does not appear to think that newspaper advertising requires such judicious treatment. He appears to think that any kind of newspaper advertising is judicious advertising, and a very large proportion of the \$400,000 will undoubtedly be spent in this way.

If the question we have asked above can be truly answered in the affirmative the famous house of Babbitt will undoubtedly lose a good deal of money through this advertising appropriation. We do not mean that there will be an actual loss of the \$400,000. We believe that any kind of advertising is good, and that money invested in this way will bring a large return; but we emphatically believe that a much larger return would come from investing that \$400,000 almost entirely in "printed matter." Were Mr. Babbitt himself now alive, we have no doubt but that he would have easily fallen in line with the advertising ideas so long set forth by the "Little Schoolmaster and his pupils." Mr. Babbitt, who began business in New York in 1836, had the united characteristics of the conductors of this department. He was a good deal of an iconoclast, as well as a builder. He was continually ridiculed for not letting himself be bound down to antiquated ideas on any subject. Hence his ultimate success.

Mr. Babbitt was a man whose mind was open to receive new ideas, and he would have doubtless listened with great interest to any communication any of the trades interested in the promotion of "printed matter" would make.

There are other men whose minds are fully as open to

conviction. There are men willing to drink, if you show them the pump—or the way to the bar.

Do not longer delay in giving us your opinion on this matter. Write early and often, and you will find many advertisers willing—nay, eager—to listen to what you have to say in your own interests, and to your own abiding success.

OR THIS—Do you believe the use of illustrated supplements will help the local publisher? If you do, say why, and tell us your ideas as to how a syndicate supplement could be best run, and what such a supplement should contain. Should it contain short stories, serial stories, literary reviews and half-tones? What would be the most convenient size and the most taking style? Write your ideas of the kind of supplements that would be best suited for the smaller dailies, weeklies, semi-weeklies, etc., of the country, for a weekly edition.

Nothing has done more to bring the best literature and the best art before the greatest number of people than the idea of syndicating. Many authors have had their readers enormously multiplied by means of the syndicate idea. Thus their name and fame have become greater, and the benefit to them has been fully as large as to the reader and the publisher.

Rudyard Kipling sells a story or poem to an English magazine. He also sells it for simultaneous publication in an American magazine, but retains the copyright, and so has the right to republish his story or poem in book form. His field of readers is enlarged, the publisher having a chance to get the original story by Kipling at a smaller price than he would have to pay if the author wrote exclusively for one paper, and everybody is benefited.

McClure's Magazine, in its issue for August, 1900, published the story, "A Jack and Jill of the Sierras," by Bret Harte. The identical story appeared in the London Christmas Graphic for 1899, the illustrations alone being different. When a magazine of the high standing of McClure's loses no prestige by publishing a story which appeared eight months before in a periodical of such world-wide circulation as the Christmas Graphic, it will be seen that the syndicate idea has high endorsement. By the way, McClure's Magazine (which is now undoubtedly one of the most popular in the world) owes its existence to the use of syndicated matter. For the first year or two of its publication it published practically nothing but stories which had been furnished for some time before by the S. S. McClure Syndicate to many leading papers in the country.

The syndicate idea is not confined to literature. The news of the world could not be so universally disseminated if it were not for the great press agencies which furnish syndicated news. The great Sunday newspapers all over the country could not contain matter of interest to every member of the family and the people next door if it were not that they worked together even in their special articles. The Boston Sunday Herald's special matter bears a striking resemblance to that of the New York Sunday Herald. The New York Sunday Journal's thrilling descriptions of the shooting of exceedingly long-lived megatheriums are faithfully reproduced in the Boston Sunday Globe by special arrangement. Some of the best advertising matter that is prepared is furnished, at a nominal cost, to advertisers who cannot afford high-class ad-writers of their own by the great business of syndicate advertising.

The editors of the smaller dailies, weeklies, etc., cannot afford to pay large sums of money for the exclusive right to publish stories, articles, etc., by writers of reputation. If a paper of 4,000 or 5,000 circulation were to publish a novelette by Frank R. Stockton, written exclusively for their paper, the game would not be worth the candle, unless the paper expended a large enough sum in advertising to reach the bulk of the admirers of Mr. Stockton's genius. No paper of 5,000 or 10,000 circulation can afford to go into competition with a magazine with hundreds of thousands of subscribers, in such an expensive way as this. But if there is a combination of the small papers of the country which enables them to publish stories by good writers—the use of which is denied to the large magazines—then the local paper is a worthy competitor in its own district of the magazine and story papers.

The local paper can then become the successful competitor of the Sunday paper that is published far away. Many of the Sunday papers are taken in the small towns more for their pictures, special articles, stories, etc., than

for anything else. These papers cannot furnish the news of one's own town as the local paper can do, and does. The local paper has this tremendous advantage over the big city journal. The advantage that the city paper possesses lies in the special features above mentioned.

Do you think that a good syndicate supplement would be likely to increase the circulation and advertising of local papers to an extent commensurate with the possible cost? At what price should such a supplement be furnished in order that it would pay both the local editor and the syndicate publisher?

We wish that local editors, whose opinions are among the best and brightest in this country, would give their ideas on a matter which pertains to their own welfare. They should give an idea of the kind of reading that the people of their own district most favor. They should tell what class of paper they find to be the competitor of their own.

They should carefully weigh the question of a syndicate supplement, and give their ideas to their brothers of the quill.

OR THIS—Do you believe that distributors and job printers should work together for their mutual benefit and advantage? Give your reasons and tell how the alliance could be best formed for the mutual benefit of these important trades in dealing with advertisers.

We believe that the modern distributor and the modern printer can best conserve their interests by working together. A printer can find many ways in which to help a distributor to get more work—a distributor can do the same favor for a printer. The printer is the natural ally of the distributor. The distributor is the natural ally of the printer.

A great many local editors are not friendly to the distributing business because they think it militates against the advertising patronage they secure from large medicine and food firms. The fact is that such fears are absolutely groundless. The firm which secures a large amount of patronage by means of local advertising, whether it is done principally by means of the local newspaper or through local distributing agencies, will be likely to supplement whatever advertising it is by some of the other kind. It has been proved many times that such is the case. The fact that a local distributor has done good work in placing the printed matter that is sent forth in large quantities by the big medicine firms, etc., is likely to help a local newspaper and not to hinder it.

These medicine firms know that, although the distribution of printed matter is a splendid way to reach the smaller cities, towns, villages, and hamlets of the country, it cannot entirely take the place of the local newspaper. The local newspaper is more thoroughly believed by its readers than its metropolitan relative, the yellow journal, is believed by its readers. It is more thoroughly read. The local newspaper is, to some people, the only means of keeping in touch with the outside world. It is the only reading matter (outside of the Bible and a few other standard works) of a vast number of people.

These people, moreover, have longer seasons of leisure, or, at least, have a smaller variety of ways in which to spend their spare time, than the dwellers in the great centers of population. The advertisements of a country paper are always read. Still, there is no place in which the printed matter issued by big medicine houses, food concerns, etc., is of so much value as in these smaller fields. The shrewd advertiser who uses printed matter by the million realizes that the two excellent ways of advertising—namely, by means of printed matter and local dailies, weeklies, etc., are interdependent.

OR ELSE THIS—Do you believe that a good United States directory would be an aid to job printers, publishers, distributors, etc.? Give your reasons for any plan you may think of as to how a directory of this kind could be produced.

You all know how impossible it is to do any kind of a good business in a city of any size without a directory of that city. In these days of close communication between the various parts of this country the United States is practically a large city.

Julius Cæsar and Miles Standish owed their success as military leaders to knowing the names of each of their soldiers. A business man will be the more likely to achieve success if he has, right at hand, the names of all possible customers, or of all those from whom he can buy. A good United States directory should be of particular ben-

effort to the printer who is ready to take the bother upon his own shoulders that makes some business men chary of investing in printed matter. This fear is one of the greatest hindrances to more work. The want of a good directory is another hindrance.

Many European and English printers, whose customers are much slower than the American public in recognizing the benefits of modern ways of advertising are, nevertheless, able to do a surprising business, because they have right at hand first-class directories of their countries.

The only United States directory that exists is woefully imperfect, and by no means to be compared with those issued by the German and English publishers. This is no experiment. Its value has been proved with other countries.

Still, we want your views on the subject.

* * *

OR WE WOULD LIKE TO HEAR WHAT YOU THINK

ABOUT THIS—Do you believe that ready-made advertisements, such as appeared in the July and August issues of THE NATIONAL PRINTER-JOURNALIST, for one trade would be of advantage to other trades? State to which trades, and of what size and style these ads. should be made up, and any other suggestions you have to offer concerning this matter.

A writer in the *Advisor* for September has a long article on syndicate advertising, taking an adverse view of the question. He takes the ground that much of the syndicate matter is imbued with undue superlativeness and stiltedness. He takes an instance where an advertiser became disgusted with the hurrah methods of the ad. writer who prepared the syndicate matter to which he was a subscriber. The only objection that this writer makes to syndicate advertising might just as truly be applied to a great deal of advertising that is designed expressly for one firm. People are getting tired of meaningless superlatives, of tremendous "bluff and blow" that is thought the correct thing by so many advertisers. We feel certain that the ready-made ads. that we reproduced by arrangement with their publisher could offend nobody, and are far better than the average local ads. prepared expressly for certain gas companies.

The firm that made these ads. has exceptional facilities for studying the points it brings home to the public by means of syndicate advertising.

Of course, there are some branches of trade that it is very hard to advertise by means of syndicate advertising, but the best proof that ready-made ads. are of use for many trades is shown by the splendid reports received by the publisher of the advertisements we printed.

Gas companies all over the country have decided that nothing they themselves designed have brought nearly so much business as the syndicate ads. such as we published.

The makers of syndicate advertising have a difficult role to perform, but there is something about almost any business that is of common value as advertising matter. The *Advisor* writer says that the business man who uses syndicate advertisements is unable to advertise special features common only to his business. This is absurd. Simply because a merchant uses syndicate advertising it does not, by any means, follow that he cannot supplement this with matter entirely local. The best results are reached by a combination of syndicate and local advertising. A few words about the prices, etc., at the bottom or in the mortise of a syndicate ad. are often more likely to be read than if a whole advertisement, badly set up and displayed, contained nothing else but the prices. Syndicate matter attracts the eye—if it is good syndicate matter.

The local advertising is all the better if it is set as made by an expert, but the writer we have mentioned evidently made the mistake of judging all syndicate matter from a very bad sample. This is evident from the following paragraph from the article: "As for the cuts, they were decidedly risqué for his taste, and they did not at all agree with his nice, conservative, family trade."

So the writer condemns syndicate advertising. He might just as well, after reading a risqué book, unqualifiedly condemn all literature.

After a careful reading of the ideas on these and other subjects given in this department, write a letter giving your ideas, and your reasons for holding these ideas. Twenty dollars will be paid for the best letter, ten dollars

for the second best, and five dollars for the third best letter received, the decision to be by the popular vote of the subscribers to this paper, from among whom the contestants must also come. Contest to close Jan. 1, 1901. Even if your letter does not win the twenty, ten or five dollars, you will have the satisfaction of knowing that you have contributed to the prevailing ideas on subjects of vital interest to your trade and the trades that are most intimately connected with it. These prizes are offered to help you to realize that it is the aim of the NATIONAL PRINTER-JOURNALIST, the Iconoclast and the Builder to conduct this department in your interest and to your abiding benefit.

Address "Iconoclast—Builder," 186 Summer street, Boston, Mass.

We want to particularly impress upon the readers of this department that no single contestant is compelled to write on every subject we have mentioned in the four queries above made, or in the five issues of this department, in order to be eligible for a prize. Write about all the subjects, or about one, or two, or three of them. Still, the more good ideas you give, the better.

Write now, and when another good idea strikes you write again. We hope that by the time the November issue goes to press this department will be made up almost entirely of the views of many practical men on these particular subjects. It is your duty to your craft to help along any movement that is designed for the benefit of that craft. We hope that employees will carefully read the paragraph with which this department begins this month; and will act upon its advice.

* * *

THE SHOW WINDOW AND OTHER ADVERTISING.

The *Show Window*, a "monthly journal of practical window trimming," is a paper of one idea, and it certainly presents that idea in a very attractive manner. It does not appear to be quite as broad-minded as this department, however. For we, in our efforts to show the advertising value of mediums which have hitherto received very much less attention from advertisers than they deserve, never claimed that the big daily newspaper did not have certain advantages for certain classes of advertisers.

The *Show Window* seems to try to make people believe that window advertising is first and the rest absolutely nowhere. The editor has been sending out five hundred return postal cards to merchants in "all lines of business," from which he makes the deduction that "the *Show Window* is a more important journal to merchants of America than all the other advertising journals in existence."

We believe in all forms of advertising, and the show window is a form of advertising—and a good one—being, however, simply a subordinate method of publicity. The people who live a long distance from the store with the show window often do not see that attractive advertisement. Many women—and women are the buyers of the household—have something else to do besides walking or riding five or six miles to see what Blank & Co. are advertising this morning. "If the mountain will not come to Mahomet, Mahomet must come to the mountain." The newspaper, circular, booklet, folder, etc., go to people at their homes. They reach many more people than are attracted by the show window. Many exquisitely fitted up windows are simply pretty to look at; they do not tell the story in such a manner as to induce people to buy. They sometimes blockade the street without producing any direct commercial benefit to the advertiser.

Variety in advertising is a first-class thing. There are all kinds of advertising. They are all, more or less, good if rightly done, but to claim that the show window supercedes all other methods of reaching the public is somewhat ridiculous.

* * *

AN UP-TO-THE-TIMES SPECIMEN BOOK.

The Barnes-Crosby Co. of Chicago, with which the A. Zeese & Co. and Aetna Engraving Co. have lately consolidated, have lately gotten out a specimen book of which they are manifestly proud. They have a right to be proud, for it is the most beautiful specimen book ever published by a firm of engravers. Their express purpose was to make an engravers' specimen book totally unlike anything ever issued in this line. The Barnes-Crosby Co. realized

that mere originality is not of much account in advertising unless it is cognate with practicality. "We judge," the company writes, "the first engraver to issue a book desired to guard the secret of his craft from prying eyes, and since that time engravers' books have been chiefly remarkable for their lack of all information of practical value to the buyer. We did not try," the letter says, "to compile a handbook of engravers' definitions or to try to explain the processes of our work. We grouped the various lines together for easy reference and tried to show the results of our plant."

A man from the rural districts once went to Boston for the express purpose of hearing Mark Twain lecture. He got into the wrong hall and instead, unwittingly, listened to an oration by the Reverend Joseph Cook. On his return home he was asked if Mr. Clemens was funny. "Wall, yes," he said, "he was funny, but he wasn't so darn funny." Printers and engravers who compile a book for the use of prospective customers should be technical, but not so darn technical. There is a happy medium to technicality, and the Barnes-Crosby Co. seem to have consulted it. If you talk about your drawing give a clear idea, either in letter-press or by pictures, which, as the introduction to this catalogue says, "speak a universal language."

The book is twelve by nine inches, a much better size for a book of this nature than the more common one of nine by twelve. The illustrations, which are in black, are effectively set off by headings and letter-press in orange. The Barnes-Crosby Co. advertise themselves as artists, designers, engravers and electrotypers, and their superiority as artists and designers, as well as engravers, are brought out in the advertising matter of the book.

Here is an example of the way in which the exquisite fashion figures from wash drawings are captioned:

No. 82—A graceful figure treated in a way that brings out the fabric.

No. 83—Natural pose, showing the loose, boxy effect of the garment.

No. 86 (Ladies' Capes)—The selling power of a cut of this kind depends greatly upon the smartness of the figures, the draping of the garments and a faithful representation of the materials.

No. 87—The richness of furs is an elusive thing to reproduce in illustrations. We have made this work a special study.

No. 88—We give a naturalness and grace to our figures and groupings that essentially enhance the value of our plates.

No. 89—A prospective buyer could make no mistake about the material if ordering from this plate.

No. 90—Style-carriage—"go"—a certain air of smartness is what makes our plates distinctive.

No. 91—Contrast this grouping, the life-like poses and attractive faces, with the old-time fashion figure.

No. 92—Without good detail catalogue illustrations lose one-half their selling value.

No. 93—Note that this cut is only four and one-half by six inches, with two inches mortise; yet the figures are all full three and one-half inches high and not crowded.

Nos. 94-100—We have a way of showing unmistakably the texture and character of a waist or a mackintosh, putting on a hat correctly, using an appropriate face and illustrating odd subjects in a striking manner.

This sort of talk goes well with the pictures, which tell all the rest of the story.

In speaking about the old-time engravers' books the firm says:

They have been printed upon an extravagant kind of highly plated paper, too expensive to be used for ordinary commercial purposes; the cuts have been worked up to a point that renders them interesting as examples of hand tooling rather than specimens of photo-engraving. In short, the typical specimen book shows what can be done under extraordinary conditions, rather than what the customer may expect in the average run of his work.

We used a standard grade of enamel paper, such as is seen every day in good commercial catalogues; we selected subjects that had been made in the ordinary course of business for our regular customers, and under each cut we placed a line of type explaining its nature, the size of the screen and the character of the drawing from which the plate had been made.

If the Barnes-Crosby Co. had carried out this idea a little further, and put their 60 and 85 line screen portraits on ordinary news-stock, they would have shown the newspaper man just what he wanted to know about their plates. Instead of this they have put them on the same page and on the same paper as the 150 and 175 line screen portraits.

The Grip Engraving Co. of Toronto issued, when photo-engraving was new, a much less pretentious book of specimens than the present one, but there were twelve different grades of paper in the book, as well as a dozen different grades of engravings. Such a course does not detract from the appearance of a halftone, in our estimation. An 85 line screen halftone is not only built for

newspaper use, but really looks better on news stock than on heavier stock.

There is certainly no overtooling in the specimens submitted in this book, as there are in a great many engravers' catalogues. There seems to be a deplorable tendency to tool where no tooling is needed. A fault that a great many engravers' specimens show is that which Shakespeare deprecated:

To gild refined gold; to paint the lily,
Is wasteful and ridiculous excess.

The finest picture in the book is a full-page halftone of mountain scenery, showing what can be done direct from the photograph, without retouching. A few years ago wood-engraving had one admitted advantage over that young upstart, photo-engraving. That was the perfection of detail, which is necessary in effective reproductions of mechanical subjects, but this can be seen, and is, in the few pages devoted to mechanical subjects. The photo-engraving art with its accessories of tooling, retouching and wash-drawing has at last become more effective than the ordinary woodcut.

We have just been inspecting a large catalogue of cuts, which it is undoubtedly profitable to issue, as it must cost considerable money to get it up and distribute it. The cuts of the book have done duty for very many years. The most of them are phenomenally ugly, and the fashions are, without exaggeration, forty years behind the times.

Many a local printer has thrown away his chances for more work by patronizing the makers of such atrocious cuts. It is not alone in towns of five or six hundred that these absurd wood-cuts, apparently hand-tooled with an axe, are used. The leading cities have their offices continually employ them. We have seen printing offices in the classic and artistic city of Boston where a large amount of valuable space is taken up by them, and where they are worked in, wherever it is possible, or even where it is apparently impossible. If printers were aware how many people are willing to pay a much larger price for good work than they do for poor work, there would be more work.

* * *

While we are doing our utmost to speed the glad day when there will be a reliable business directory of the United States, we do not by any means consider that such a directory, however good, will preclude the necessity of good local directories. There is no good United States directory, but there are a good many good local ones. Printers, and those of kindred trades, should certainly have a directory of their city in their offices, and if more than one is published for that city, they should have them all. They should also have a directory of the surrounding cities. For instance, if you were in Bloomington, Ill., you would at least need Chicago and St. Louis directories. If you were in New Haven, Conn., you would need the New York and Boston directories, etc. Keep them on your table and you will sell more "printed matter," and will be in a position to effectually aid in its distribution, if required. Your patrons will be benefited by it and feel obliged to you.

You should make many times the amount of money with a directory that you would without one. If you have just turned out a creditable piece of work for a milliner, look up the addresses of all the other milliners around you, and send them a copy of the good thing, enclosing the notice, "I made these and can make something just as good for you, or better, if you require better."

Any time you have a few spare moments, peruse the directory. It should be brimful of suggestions to you. The great use of directories as direct aids to business has become more and more realized by men in all businesses. A good directory is therefore a first-class advertising medium, despite deprecatory remarks made about it in conjunction with nearly all other advertising mediums by those who think that no good thing can come out of anything but a big daily newspaper.

Have a page of advertising in your city directory if you can afford it, or at least a smaller notice. At the very least have your name in boldface type among the lists in the directory, particularly if it is a business directory. A man starting in business in a town will always look for a printer or engraver in the directory, and in nine cases out of ten he will select the name which is most conspicuous.



American Printing Exhibits at the Paris Exposition.

AMERICAN PRINTING EXHIBITS AT PARIS.

A VALUABLE AND INTERESTING DESCRIPTION.

BY JOHN H. PORTER, MANAGER.



THE impression that a building devoted mainly to the publishing and printing interests of the United States, with their allied industries, would be a good thing at the Paris Exposition of 1900, occurred to A. S. Capehart, director of liberal arts, some two years ago, and he began to put his ideas into practical shape for use. Not only was there space to be secured from the French management, but a building must be erected thereon, and people secured to fill it with machines which were to be kept in operation. It must be a live exhibit, not a dead one.

Altogether it was no light undertaking. Many disappointments and discouragements were met, until finally on May 31 last the United States Publishers Building was formally opened by the exercises in which American and French officials and others took part, and at which the Paris edition of the New York *Times* sent forth its first number from the great Goss press, the most conspicuous exhibit in the center of the building.

The building itself is 85x120 feet, one story high, lighted from the roof, which springs in a series of arches from large pillars about twelve feet apart. This building, like others situated on the Esplanade des Invalides, among the trees, was designed to preserve them; and each of the pillars, therefore, contains a tree whose top is above the roof, and whose branches almost interlace with its neighbor's. Trees are also dovetailed, as it were, into the fronts and sides of the building, giving a tomb-like effect; and as the panels thus formed are filled with signs, the mausoleum idea, with attendant inscriptions, is quite startling. Nevertheless the contents are very much alive, to be especially noted when the bills for electric power are presented.

Quite an unusual exhibit is that of the Modern American Printing Office, shown as you enter from the front just to the left of the door. The exhibit is a collective one, and is a complete printing plant, equipped by the American Type Founders Company, New York; Barnhart Bros. & Spindler, type foundry, Chicago; Hamilton Manufacturing Company, printers' furniture, Two Rivers, Wis.; Chandler & Price Co., Gordon printing presses, paper cutters and composing sticks, Cleveland, O.; Unitype Company, type-setting machines, New York; National Machine Company, Universal presses, Hartford, Conn.; Joseph Wetter & Co., numbering machines, Brooklyn; F. Wesel Manufacturing Company, galleys, mitering machines, benzine cans, etc., New York; H. B. Rouse, lead and rule cutters and composing sticks, Chicago, and others.

The exhibit is a very handsome one. All furniture is of cherry, finished in mahogany; the arrangement is good, and everything is kept with exactness. The idea of a complete printing plant at an exposition seems to be original, and has many advantages which the seeker after information is quick to see. Its novelty and magnitude have won for the exhibit many favorable comments, and given it much gratuitous advertising among the technical papers of Europe. In June its manager claimed it as the best advertised exhibit in its class and could prove it then. The results are now (September 1) more apparent than then.

Each contributing exhibitor, and the exhibit itself, has been awarded the Grand Prix, the highest honor attainable.

Just across the aisle is the Simplex Type-setting Machine of the Unitype Company, New York. It has received a great deal of attention, being a novelty to most of the visiting publishers and printers. It is, in fact, a part of the Modern American Printing Office, but is not in the main space.

Beside the admirable exhibit made by the Hamilton Manufacturing Company in the Modern American Printing Office that Company shows another of French and German cabinets and cases and wood type; and in a case has still another of small articles of its manufacture in the way

of cases for various purposes, wood composing sticks, mallets, planers, quoins, engravers' boxwood, miter boxes, etc.

Everyone has appreciated the Paris edition of the New York *Times*. The company has given the temporarily sojourning American just what he wants in a newspaper, and he appreciates it. It's an afternoon (4 o'clock) issue, and is greatly admired because of its neat typographical appearance, very superior to anything known here in the daily line from a web press.

The composition is by five machines of the Mergenthaler Linotype Company of New York, which have at all times an interested crowd of observers. Attached to the exhibit is an outfit of display type for ads furnished by the American Type Founders Company, with everything needful as requisites. The forms go outside to a small building erected for the purpose as an annex, where they are stereotyped.

The plates are sent from the stereotypers to the big Goss Patent Straight-Line Web Perfecting Press and in a few moments its rumble and whirr are creating *Times* at the rate of 40,000 or more per hour. The building is always full when the wheels of this machine go round; the aisles are quite impassable; and when it stops the day's work of the building is over and it is empty.

The press is a four-decker; 13¼ feet high, 19 feet long and 11 feet wide. It has been awarded the highest honor in its class.

Four firms manufacturing flat-bed two-revolution machines are represented in the building, all with neatly arranged and well maintained spaces as illustrations show.

The Miehle Printing Press & Manufacturing Company has a No. 1 four-roller, with both sheet and fly delivery; bed, 39x53; form, 34x49; weight, nine tons. Some very fine three-color forms of large size have been worked, and one or two halftone forms for some of the Paris magazines.

The Babcock Printing Press Manufacturing Company of New York shows a No. 6; bed, 32x47. This machine has been running on some cover and halftone forms for French publishers.

The Campbell Printing Press & Manufacturing Company has a No. 3 Century; bed, 30x42. The machine has been busy on a daily supplement, halftone, to "*Soleil*," and is now at work on a book job in colors.

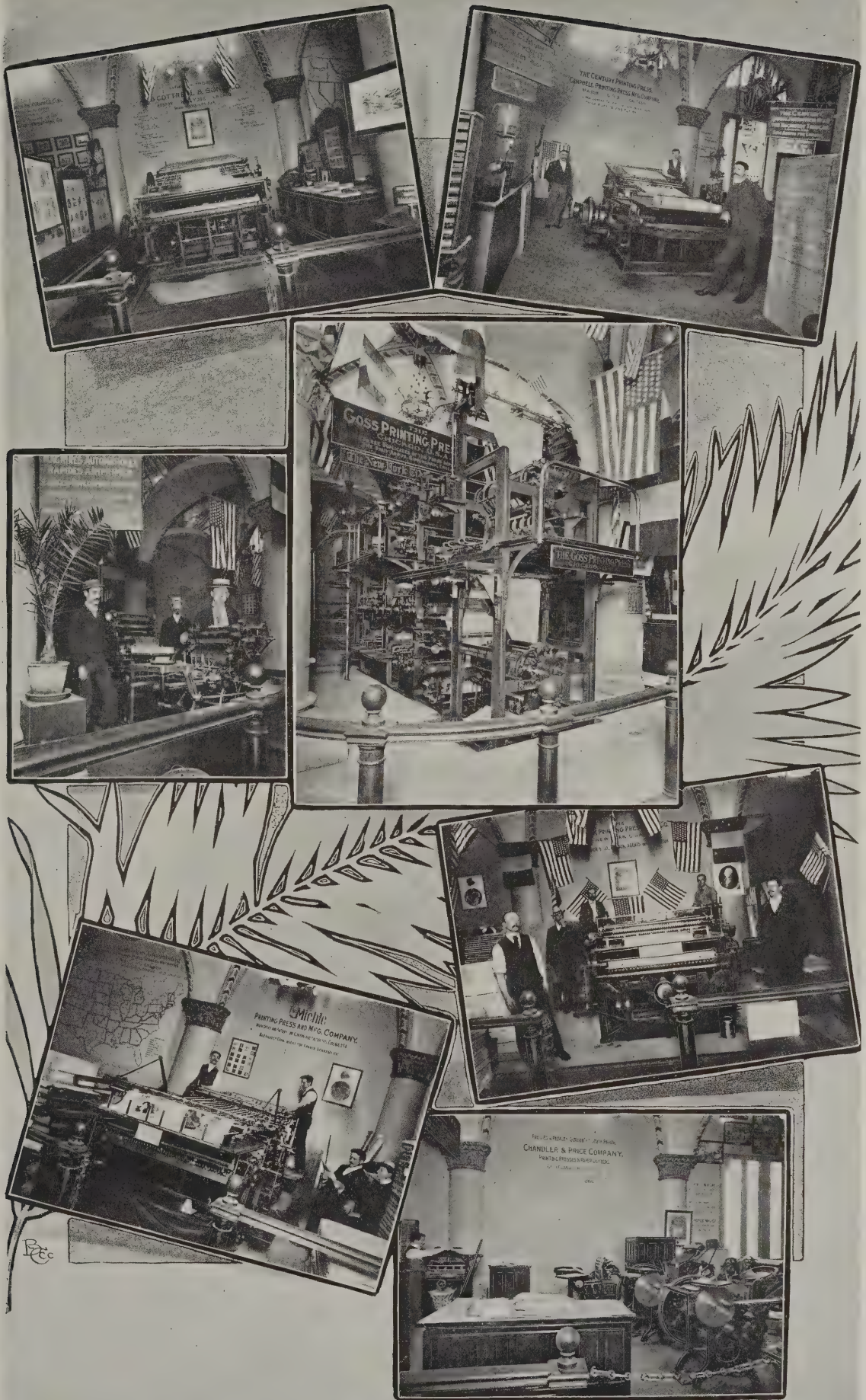
The C. B. Cottrell & Sons exhibit a No. 8; bed, 43x56. This press has not been run on any work, but is run for demonstration. No press obtains anything as remuneration for the work it does. It has the right to work for itself all it pleases to demonstrate its action, but can not work for hire under an exorbitant penalty or royalty to the Exposition management.

These four machines, as well as all others in the building, are operated by motors directly attached. They are all four-roller.

An interesting exhibit is that of the Harris Automatic Press Company, Niles, O. It consists of two high-speed self-feeding job presses, the Little Wonder and the Little Wonder's Big Brother, one 11½x11½ bed, and the other 15x18. On cards, envelopes, and the like, speeds range from 5,000 to 14,000 per hour; on paper, 3,000 to 4,000.

The Des Jardins Type Justifier Company shows one of its Automatic Justifiers attached to a Thorne machine. The basis of the invention is a computing instrument. This mathematical instrument is set in one of the processes of handling the lines, and this setting "communicates the number and sizes of spaces required to another part, whose automatic action works in such a way, in conjunction with the mechanism which handles the line, that the opening between the words, where the original space is gotten rid of, meets with the space transferring mechanism, and the proper type spaces are thrust into their places."

Quite a new thing in mechanical etching is shown by Louis Edward Levy, Philadelphia, in his Acid Blast Process Etching Machine. His experiments in search of brevity in the process of etching began in 1894, and in his machine he demonstrates that the supremacy of the etching trough and the etching brush no longer exists. His theory of chemical etching by means of a blast of atomized erodent is: The blast not only atomizes the liquid but also drives it forcibly against the surface of the metal. The force of chemical affinity in the minute globules of acid is caused by the force of their impact to be more quickly



American Printing Exhibits at the Paris Exposition.

exerted and more completely expended. The acid contents of each particle being forced into combination with the metal practically at the instant when the particles impinge upon the plate, they at once become saturated with the metal to a degree which leaves the liquid practically inert, thus depriving it of the power to etch further and therefore preventing any sideward action. As the depressions of the etching deepen the walls deflect some of the particles outward, which results in the widening of the base of the lines. His machine puts his theory into practical operation, and has met the tests of many practical examiners, who have brought all sorts of plates to be etched upon the machine.

The Lanston Monotype Machine Company, Washington, D. C., shows one of its size B full-font machines, upon which considerable work has been done. This, as most know, is an automatic type caster and a type setter combined, working from a ribbon perforated on a keyboard after the Jacquard system.

MORE AS TO AMERICA'S MODEL EXHIBITS AT PARIS.

PARIS, FRANCE, Sept. 2, 1900.

The other day I tramped from the postoffice in the United States Pavilion to the United States Publishers' Building, where I had an engagement to meet a friend. More than half the distance between the two can be made under cover of the Palace of Diversified Industries, and to avoid the excessive heat I selected the route, controlled, too, by the thought that I could look upon a thousand beautiful objects representative of the best of their kinds produced.

Thinking of Tom Hood's desire, expressed, I suppose, under a similar visitation of heat waves, to take off his flesh and sit in his bones, I approached an exhibit of statuary where the beauties of the female form are displayed without even the intervention of the traditional fig leaf. Standing near were two pretty French girls closely scrutinizing the gracefully posed, cool-looking figures. In their absorption they did not hear my approach, for one quickly turning to the other exclaimed: "Why, I am as pretty as that if fixed that way!" I could well believe it, but it would apply to Bow only.

There may be as handsome printing offices as your "Modern American" at the Exposition of 1900, but there are few. In Ohio somewhere there is located a printery with carpets on the floor, lace curtains and shades to the windows, handsome paintings and engravings on the walls, while plants and flowers add to the charm of the very unusual and luxurious surroundings. In New York one of the great monthlies prints its half-tone forms on a dozen cylinders painted snow white, and I have heard of other admirable settings for printing material and presses. But none quite strikes my fancy as this one of yours at the Exposition. There does not seem to be a superfluous thing about. There is not a gew-gaw nor a frill, yet one's artistic sense is satisfied with a harmony of proportion and color. One is impressed with its solidity, its adaptability, its fitness. It is at once evident that it is not for show only, but is a practical up-to-date shop, not a whit above its business and just right. By all odds it is the handsomest exhibit in the building, and the best cared for, and it is capably handled by the gentlemanly manager, Captain John H. Porter.

The idea of exhibiting a complete model printing office seems to have been an idea original with America. It is, so far as I know, the first time that type founders have set up a complete plant, into which the inquiring printer can enter as into his own, set a line, pull a case, cut a rule, handle sticks and galleys, cut paper, run a press, daub himself with ink, pi a form (as some of them do), and make himself free with anything handy. He appreciates this the more because founders of other countries show a few punches, a few matrices, a little type and brass rule, all under glass, inaccessible and unattended. That sort of display is of little use to either exhibitor or inquirer. It is, in fact, quite a waste of money. If an exhibit is to be made it should be made as you have made yours, well considered, well ordered, accessible and attended.

The first striking feature of the modern American printing office is, of course, the furniture. This is of birch,

finished to imitate mahogany. The cabinets are all of the Porter pattern. These are in the center section of the main space, so arranged as to enclose the imposing stone, yet giving an almost unobstructed view of the interior from the aisle. To the right is the pressroom section, with three platen presses, paper cutter, paper and roller cabinets, tables, etc. To the left, in the corner, is your manager's snug and pretty little office, eight or nine feet wide. The handsome light blue carpet and rugs make an attractive combination with the furniture. Over the wardrobe and on the walls a number of French and American flags give further brightness.

This space, by the way, is forty-eight by seventeen feet, broken by four or five large columns, each four feet square at the base. Under cabinets and presses the floor is covered with linoleum of small patterns, brownish yellow in tone.

The space is a corner one, having four wall spaces between the columns, one at the end and three on the side. Near the bottom of the high windows in these panels are signs in French and English giving the name, location and products of those whose goods are used in the office. Two large outside panels of the building are used for the same purpose.

Directly across the aisle from the manager's office is the space devoted to the type-setting machine belonging to your exhibit. This could not be accommodated in the larger space. It has attracted so much attention that it would at times have seriously interfered with operations.

The United States Publishers Building is one story in height, about 85x120 feet on the ground. It is lighted from above through arches which spring from the many large columns of the interior. As this building, with many others, was erected on the Esplanade des Invalides among the trees, it was so designed as to preserve them, the authorities not consenting to their removal even under guarantee by the United States to replace them. Therefore, each of the columns contains a tree, whose top shows above the roof, its branches almost interlacing with its neighbor. In the front, sides and back of the building trees have the appearance of being mortised, and the walls, consequently, are broken into panels with arched tops.

The building is for the publishing and printing interests of the United States; the idea of a distinct building for these purposes originated with Mr. A. S. Capehart, director of liberal arts, etc. It is a success, and had the interests sought to be represented fully appreciated the plan last winter, a building more than twice as large would have been needed. Too late many saw the scope of the work, and appreciating the advantages of this concentration of allied industries, applied for space, only to find everything disposed of. Exhibitors could have sold their space for a profit in April and May.

The building, while not exactly in the front row, is advantageously located. The rolling sidewalk and the electric railway have stations near by, while the main entrance at the south end of the Esplanade is not far away.

The United States shows well in every line represented. Next to France, we have the largest number of exhibitors, and stand next to her in art. In mechanics we divide the honors with Germany, of whose skill and energy I have become a great admirer. Our people have a notion that we are the only mechanical experts on earth; that other nations are doing little or nothing in new designs and construction. An hour here will dispel that illusion.

France does not even hold her own and is suffering by the comparisons so readily made. Her more progressive men believe the Exposition a great mistake on this account, and say millions in trade will be lost to her. Other countries are furnishing better machines of later design which are preferred by the purchaser.

In a general way the Exposition is a success as an aggregation of exhibits; financially it is thought to be a failure. It is too early, however, to decide that, for not until next Thursday will it be half over. This lacks the spacious grounds and fine setting of 750 acres used in Chicago, covering about half that space; but a study reveals a wealth of marvels and beauties and richness which, because of distance, time and expense, could not be shown at the World's Fair. It is to be expected that the Eastern World is much better represented here than at

Chicago, because of contiguity; but many Americans, foolish and conceited in their brag and bluster, after an hour or two's inspection of the Exposition decide this suffers by comparison with Chicago. It is not true.

There is no use denying it any longer. My fellow countrymen are given to "blowing." Up to a low point, he is the most amusing little cuss traveling in Europe; above that he is contemptibly offensive; and this is one reason, and the main one, for the conspiracy organized on every hand to pluck and rob him. This eccentricity has cost him millions, and will cost him more; while his tender innocence of the schemes to beguile more from him than the same service costs others has given a cast to the winking eye of every shop and hotel keeper on the Continent. He is too "smart" by half for his own good. GALE Z. BURT.

MORE OR LESS PERTINENT.

The official journal of the Republic of France announces the award of a gold medal in the United States Department of Liberal Arts and Chemical Industries, to the National Association of Photographers, of which Geo. H. Benedict of Chicago is president.

Among the American exhibitors receiving the grand prix at the Paris exposition we note the name of the Mergenthaler Linotype Company, of New York. This is especially noteworthy in view of the fact that linotype machines manufactured by the licensed European companies were also exhibited. The award is considered a high testimonial to the superiority of American workmanship.

The Campbell Printing Press & Mfg. Co. have installed a No. 3 Century, 30x42 bed, through the London representatives, The Machinery Trust, Ltd. This machine, and five others, has been sold in this market since the exposition opened; but it is not exceptional, save as to number, as all other makers have disposed of the exhibited machine, and one or two others.

The excellent article presented this month from Gale C. Burt, of Paris, on the American printing exhibit at the Paris exposition will be found of interest to all members of the calling. Mr. Burt is the Paris correspondent of Barnhart Brothers & Spindler and, in harmony with a suggestion from this office, prepared the article at their request. The NATIONAL PRINTER-JOURNALIST extends sincere acknowledgment to both.

The Chandler & Price Gordon and paper cutter have received the highest awards at the Paris exposition, "the grand prix." We are told that this is the first exposition in which the Chandler & Price Company have taken an active part, and that the machines shown were regular stock machines, such as are shipped every day, without the finish that is usually given machines gotten up for exposition purposes. This being the case, the Chandler & Price Company are, no doubt, especially gratified at receiving this, the highest honor attainable.

Some years ago Sigmund Ullman, the printing ink manufacturer, was a passenger bound for Europe on one of the ocean greyhounds. Another passenger was Professor Bos, the eminent astrologer. One beautifully starry night the professor gave a talk on the Milky Way, which was much enjoyed by his listeners. When the professor had finished Mr. Ullman, after expressing thanks for the interesting lecture, said: "Professor Bos, it appears to me that you are most intimate with the stars and probably with the man in the moon. Now, if you could induce that gentleman to shove the stars together so they would read

'USE ULLMAN'S INKS'

I could afford to pay \$10,000 for the ad., for it would be seen by every printer on earth."

The task not having been accomplished by the professor as yet, the Sigmund Ullman Company does the next best thing by illustrating the above in THE NATIONAL PRINTER-JOURNALIST, where, if not seen by every printer on earth, it will be seen by a great many on page 678 of this issue.

We clip the following from a recent issue of the Ithaca (N. Y.) *Daily News*:

"On June 1 the *News*, recognizing the fact that hand composition for a modern newspaper was as impracticable as the hand press which has been long since relegated to the rear, took the initiative in this section of the state and put into operation two Simplex typesetting machines, manufactured by the Unitype company of Manchester, Conn. These machines at once demonstrated their efficiency by making it possible to set up more type in a shorter time than could be done with a large force of hand compositors.

So well did these ingenious inventions perform their work that when the Ithaca Publishing Company was confronted with the problem of handling an increased amount of telegraph and local news matter, the purchase of a third machine was immediately decided upon. This machine reached Ithaca Wednesday morning and on Friday morning it was ready for use.

Owing to an unforeseen difficulty in providing power for these machines it was impossible to put them in operation till 11:30 o'clock yesterday morning. Beginning at this late hour the *News* accomplished the feat of issuing its regular daily edition containing all the news and had the papers on the streets in but a short time after its usual hour, an achievement which would have been utterly impossible in any office not equipped with all the modern facilities now possessed by the *News*.

Following the convention at St. Louis, the members of the Missouri Press Association enjoyed a most delightful excursion over the Wabash Railroad to Buffalo. At that city they viewed the Pan-American Exposition grounds and witnessed the progress of the construction of the splendid buildings there, as shown in our illustrations. The incidents or situations of the trip are told by the Sanders Engraving Company in two pages of illustrations in this issue. From Buffalo the editors took that splendid trip, so often referred to in these pages, by the Grand Trunk Railway and connecting steamers to Toronto, Kingston, Thousand Islands, Montreal and Quebec. The editor acknowledges his obligations to the Missouri editors for the enjoyment of the first part of the journey and only regrets that business prevented sharing in the delights of the progress to the sea. Even the editor of the NATIONAL PRINTER-JOURNALIST is compelled to forego, occasionally, the pleasures of such continued delightful companionship and travel.

Our frontispiece this month needs no praise from us, and it is hardly necessary, even, to call attention to the perfection of the color work shown therein. The shades are blended in a way to equal the oil painting itself, and is a lifelike reproduction of a scene at sunset on one of our Western plains. We witnessed the like near Calgary, Alberta, Canada, two years ago. It is not in the coloring alone that the perfection of the engraving is strikingly shown. The lines are brought clear and sharp, as witness the muscles in the arm of the Indian and in the horses' legs and neck, and veins and depression in horses' face and head. The work is by the Electro-Tint Engraving Company, of Philadelphia, that has won an enviable reputation as one of the largest and most successful color-plate engraving establishments in the world. The studio and office in Philadelphia, at 1227-1229 Race street, is most complete, artistic and attractive in the collection of a wonderful display of their color work, showing a wide range of subjects and designs. It is truly a gallery of art as well as a workshop and business emporium for the production and turning out, as an aid to all lines of business, of these surprisingly rich engravings. It used to be charged that Americans neglected all art for business, but this has been remedied now by making the highest art the handmaiden of all branches of business.

FORKLAND, ALA., Aug. 17, 1900.

Mr. B. B. Herbert, Chicago, Ill.

DEAR SIR: Enclosed I hand you \$2 for the PRINTER-JOURNALIST from August, 1900, to August, 1901. The PRINTER-JOURNALIST is a valuable publication, and should be taken by all newspapers. With personal regards, I am, sincerely, etc., I. A. LEVY.



The PRESS ROOM



COMMUNICATIONS, QUERIES, AND SPECIMENS OF PRESSWORK FOR CRITICISM ARE SOLICITED.

THE NEW MAKE-READY, TYMPALYN, IN COMPARISON WITH THE OLD METHOD OF MAKE-READY.

BY A PRESSMAN.

I have always said that if there could be something devised to simplify the process of making ready, that it would be of the greatest help in the pressroom of anything yet introduced.

Being desirous of simplifying the make-ready question, I have tried all the new ideas as they have been presented, with more or less success. My experience with the new blanket called Tympalyn has been so interesting and helpful in accomplishing so much in this line that I take the opportunity, by invitation of the Editor, of giving this experience to my fellow pressmen.

In the first place, the pressman who expects to do away with all his work and worry by the use of the new blanket will be greatly disappointed. Take a flat impression of the same form, first by the old, and then the patent blanket method, and the results are surprising, the patent blanket showing results far superior in every way to the old method, although this is sometimes deceptive, as I shall show later.

I shall try to show the difference in the working of the old and the new methods by illustration, as you will more readily grasp it in this way than by any other; then, too, space will not permit my going into the subject fully. There are more possibilities in this Tympalyn than the printer appreciates until he has worked at it for months, and even then he will, as I do, find new things every day.

The reason the Tympalyn blanket gives such a good impression is because of its elastic quality, printing firmly on the solids and light where it is light. Moreover, the surface that you print against is so hard that you can make the whole form print without forcing the high parts into the paper, as you have so little over the fiber, while in the old method you generally use a number of sheets which tend to force the impression at these light parts, thus wearing the form.

On the blanket, I find that my pressmen have a tendency to get too little impression to start with. You want to put on impression enough to get the solids good and black, and in most cases it does not force the high lights. Surely this is a good printing condition.

In drawing the first sheet on Tympalyn, a pressman must be careful not to be misled by the good impression which Tympalyn gives, as every pressman knows it is one thing to draw a good sheet when the press runs slowly and quite another to make the solids hold their color at 1,500 impressions per hour. Many mistakes have been made in this manner and the pressmen have said that Tympalyn was giving away, when in reality there was not enough pressure at the solid part at the start. These solids on Tympalyn generally require one or two sheets more than the lights, so they will hold well through the run.

Tympalyn requires make-ready but nowhere near the amount required by the old method, as these illustrations show. In the general run of forms by the old method, where cuts and type are used, the blocks are underlayed carefully, and generally two hang sheets put on, and sometimes three, before the work looks right, the cut overlays being hung on one of the sheets. "But," you say, "I don't use cut overlays," and I will answer by saying that the work I refer to is first-class work, where cut overlays have always been necessary. This same form with Tympalyn would have a very simple underlay and one hang sheet and no cut overlays. The result is better through the run than from the old style packing form.

I show on the opposite page my method for treating a cut as I have always done, and also what I do with Tympalyn. You will notice that the illustration is a three-ply

overlay, while the Tympalyn is single folio. I use folio altogether on cuts with Tympalyn; it works better than tissue and does not mark the cuts as one would suppose. I find I can print some cuts without any make-ready, while others take even more than the illustrations show, but this one will illustrate the average, and shows the method in treating a cut in comparison with the old method.

In plain type forms with Tympalyn, very little, if any, make-ready is necessary. Of course, Tympalyn does not make type new; it will, however, bring up the type according to its condition.

I recall one job of two forms, 32 pages of type and cuts, which was made ready with one underlay and run off without any overlay or patching on the surface, and which looked better than one overlay, in addition to underlay, would have made it look by the old method.

It seems difficult for me to teach our men how little there is to be done on Tympalyn, and time and again we find them putting on unnecessary work.

I have said nothing about the saving of wear on plates, which has been considerable, and I am very sure our presses run better with the Tympalyn improvement.

Indeed, I prophesy a great future for it, and am sure that when the pressmen become used to the material they will like it much better than anything that has reached the pressroom in my recollection.

SOME GOOD ADVERTISING POINTS.

The possibilities of judicious advertising can not be overestimated, for they are practically unlimited.—*Philadelphia Record*.

✻ ✻ ✻

Do not send out a card, booklet, folder, circular or other printed thing which is badly dressed, any more than you would send out a personal representative who did not present a good appearance.—*Current Advertising*.

✻ ✻ ✻

The *Seattle News-Letter* sends a postal card each week to the principal advertisers of the city—each card states in a concise sentence why the advertiser should use space in the *News-Letter*. It is paying.—*White's Sayings*.

✻ ✻ ✻

Printed matter has a personality just as much as human beings. If you have a business which is successful and prosperous and important, do not allow your printed matter to malign and misrepresent you. Good printing is worth all it costs.—*Current Advertising*.

✻ ✻ ✻

A haberdasher in Chicago recently filled street car space in a unique manner by writing short catchlines and seasonable leaders upon a plain card in blue pencil. The oddity of the penciled ad among the elaborately printed and lithographed cards adjoining attracted an astonishing amount of attention, and the clever way in which the effect was obtained with insignificant means is worthy of commendation. Advertisers are prone to elaboration, and in striving for unique effects frequently lose sight of the fact that simplicity plays an important part in strong ads.—*Ad Sense*.

✻ ✻ ✻

The advertiser who keeps his eyes open can find inspiration, ideas, suggestions, in the footprints of other advertisers; especially may he see pitfalls which he must avoid; but look he ever so diligently, among even the very elect of successful advertisers, he will never find a perfect pathway blazed for him. For the problems of advertising are as diverse as are the men who advertise or the businesses they attempt to promote. There is no ready-made-to-order-hand-me-down system. The advertiser cannot buy, beg or borrow the system of another man. He must have a system to fit.—*Agricultural Advertising*.



SHOWING ORDINARY 3-PLY OVERLAY FOR ABOVE ILLUSTRATION.



SHOWING TYMPALYN OVERLAY FOR ABOVE ILLUSTRATION.

THE NEW MAKE-READY TYMPALYN, IN COMPARISON WITH THE OLD METHOD.



The Jaenecke Printing Ink Company, of Newark, N. J., whose inks will hereafter be shown in the NATIONAL PRINTER-JOURNALIST by specimen page inserts, has just issued a most attractive and artistically printed specimen book of inks and bronzes. The colors shown are not only witnesses to the high character of the inks, but are so displayed as to be valuable in suggestions as to possibilities in color. We show the first cover page in half-tone reproduction, but while some idea of the appropriateness and beauty of the design can be obtained therefrom, the pleasing effect resulting from the blending of the colors is lost. The original is embossed in gold and printed in delicate tints of

minutes there in handling the press is the economy of hours in a long run; and added to this is the economy of time in doing a given number of thousands in much less time than is usually required. These facts, which the record of the Challenge-Gordon fully bears out, make this handsome and stanch job press a strong favorite with printers who are not in the business for their health. See advertisement on another page.

The progress made by H. C. Hanson, typefounder, Boston, Mass., is well illustrated by the three buildings, shown on a neat advertising card, which he has occupied, mov-



yellow, red and blue. The only way for printers to get an adequate idea of the work is to order or otherwise become possessed of a copy. It is a thing of beauty and a work of art that cannot be described by words printed in black and white.



It is a common saying among some printers that it is hard to figure a profit on competitive jobwork. Close figures on stock are easily made, and composition can be figured with reasonable accuracy. But the profits in a job can quickly disappear and become a deficit if the presswork is not fast and accurate. All other things being equal—and all other things usually are equal—the fast press which does systematically accurate and fine work will make the profits on a job. Time is a factor in printing not sufficiently reckoned on; and presses which save time, or, better still, which make time, are the money-makers. In this respect the Challenge-Gordon press, made by the Challenge Machinery Company, is worthy of great consideration. It has been shown by repeated tests to be a swift and accurate machine, light-running and easily handled. The economy of a few minutes here and a few

ing from one to the other as the necessities of business demanded. While in Boston recently we had the pleasure of inspecting the new quarters. The floor space is 18,000 square feet. He has just moved in. The location is 190 and 192 Congress street. The foundry and salesroom occupy the whole six stories, or about three times the space in which the business had developed and been crowded at 24-26 Hawley street. The light and arrangement of the new quarters are a vast improvement over the old. Every machine in the establishment is now operated by a separate electric motor, and everything is arranged up to date, with the latest improvements.



The Lackawanna Railroad is the cleanest railroad in America. Even though it cared little for the comfort of its passengers, which it does, it probably would burn hard coal, for the reason that it owns the most extensive anthracite coal mines in Pennsylvania, and it is cheaper for it to burn hard coal, which makes no smoke, than soft. At any rate, there is no smoke from its locomotives. It is built for the most part through the mountains where rock is the material easiest of access, and its road-bed

for that reason is rock-ballasted. There is, therefore, no dust. These two things are of unusual interest to the traveler by this line, for the reason that on no other road in the United States is there stronger incentive to keep one's eyes upon the passing scene. It is said of this line truthfully, that every mile is picturesque. It traverses the agricultural region of western New York, the valley region of central New York, the mountain region of Pennsylvania and New Jersey, and every mile offers a view that is beautiful, interesting and entrancing. In point of comfort its passengers are particularly fortunate, for, in addition to there being no smoke or dust, the cars are roomy, comfortable, and scrupulously clean. Sleeping cars, parlor cars and dining cars offer all the conveniences and comforts of modern travel. Through cars are run daily over the Nickel Plate, making fast time to New York City.

If you are going to New York a treat is in store for you if you take the Lackawanna Railroad. This line offers the most beautiful scenery of any of the great trunk lines of the east, traversing the beautiful agricultural regions of western New York until it reaches the Susquehanna river, beside which it runs for miles overlooking the beautiful valleys nestled in among the foothills of the Blue Ridge mountains. Next is reached the valley of the Delaware river, which the trains follow through Delaware Water Gap, conceded to be one of the most picturesque spots in America, the river and the railroad track fighting for the right of way through a great gap in the mountains cut by the ceaseless washing of the waters of the river. For miles the track curves in and about the Blue Ridge mountains, each successive turn presenting a picture seemingly more beautiful than the last. At Mount Pocono an altitude of 1,900 feet is reached, and from here on the train descends through the mountains and foot-hills almost to the edge of the Hudson river, the last hundred miles having been for the most part beside the picturesque old Morris and Essex canal. Through cars are run daily on the Nickel Plate, making fast time to New York City.

The Chalk Plate Company is the style of a new St. Louis concern that is manufacturing plates by a new formula and process, also improved stereotyping apparatus. J. H. Cornelison, manager of the Hoke Engraving Plate Company for the last nine years, is at the head.

In connection with the business they have opened a Free Correspondence School of Illustrating and Engraving. This should be of great advantage to beginners.

Recent inventions, it is said, will render it possible to greatly reduce the price of chalk plates.

NEWS FROM NEW YORK.

Among the visitors in New York the past week were a number of buyers for the large department stores of the country. They now keep for sale full lines of stationery, blank books, papeteries, tablets and books of all kinds. They almost monopolize the business of the bookseller, and for other reasons the jobbing stationers at all other points outside of New York and Chicago will soon be a thing of the past. The combination of stationery, printing and blank book manufacturing, however, will continue to be a necessity in every large city in the country. Far-seeing men are shaping their affairs in this direction. Typewriting, copying and shorthand supplies are growing in consumption and general use, and are now conducted in separate establishments.

We recently had occasion to speak with a representative journeyman printer of St. Louis, who reports the printing business in good condition. Notwithstanding that most of the St. Louis offices are non-union, yet the larger ones are seemingly on the best of terms with Typographical Union, No. 8. He informs us that the Buxton & Skinner Stationery and Printing Company, the second largest printers in St. Louis, have just closed a five years' agreement with the St. Louis printers' union, during which the prevailing scale will be maintained. He also says that Charles E. Ware, for a long time connected with the Woodward & Tiernan Printing Company of that city, having control of their railroad printing, has joined the Buxton & Skinner establishment at a princely salary.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

EVERY EDITOR should have a copy of the History of the National Editorial Association. Write to National Printer-Journalist, Caxton Building, Chicago, inclosing \$1.00.

FOR SALE—Empire Typesetting Machine and Distributor, with complete outfit and about fifteen hundred pounds of ten-point Old Style Type. For samples and price address Isaac H. Blanchard Co., 268 Canal St., New York City.

FOUR GOOD JOB PRINTERS WANTED to win the \$50.00 offered in cash prizes for a cover design set up in type for the National Printer-Journalist. No engraving, but tint blocks may be used. The only condition necessary is to have your name on the regular subscription list. One year, \$2.00; six months, \$1.00; send for further particulars.

HOW TO AVOID LIBEL SUITS—A useful book, by John D. Missner. Fifty cents a copy. Write "M," care National Printer-Journalist.

FOR SALE—A long established Republican daily newspaper plant in a city of 7,000 inhabitants, either whole or half interest; recent afflictions have necessitated this step and a bargain is waiting someone. Address "Star," care National Printer-Journalist.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with Hoerner's "Little Wonder" Sharpener. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, \$2.85; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, J. S. Hoerner, Highland, Ill.



IMPRESS YOUR INDIVIDUALITY

On your publication. Be up-to-date in the creation of your ideal by furnishing your readers with what they can't get elsewhere. The best advertisement you can secure is in the matter you give your readers. Give them good matter and they talk your publication into fame. Our business is supplying exclusive service on special features, current and general topics. Departments suggested and regularly conducted. We solicit your favors BUREAU OF RESEARCH, Room 109, 159 La Salle Street, Chicago, Ill.

R. R. B. PADDING GLUE

GIVES THE BEST RESULTS. In 5 and 10 lb. tins; 16 cents per lb. ROBT. R. BURRAGE, Frankfort St., opposite Rose St., NEW YORK.

Law of Newspaper Libel

Discusses what can be done, as well as what should not be said. Revised to cover recent legislation and latest court decisions. By D. M. BUTLER, Editor Nebraska Legal News. Send for a copy—25 cents—to LEGAL NEWS, LINCOLN, NEB.

CHICAGO ROLLER COMPANY

Printers' Rollers...

AND TABLET COMPOSITION.

86-88 MARKET STREET, - - CHICAGO.

This is the best time to order rollers for WINTER USE.

TELEPHONE (Long Distance)
MAIN 2926.

ARTISTS — DESIGNERS
ENGRAVERS — ELECTROTYPERS.

FINE HALF-TONE PLATES,
ZINC ETCHINGS, WOOD OR
WAX ENGRAVINGS, ELEC-
TROTYPES, DRAWINGS AND
CUTS BY ALL PROCESSES
FOR ALL LINES OF BUSINESS,

An Engraving House every printer & publisher ought to know.

THERE is not another engraving house in America of so much practical help to PRINTERS and PUBLISHERS. Write us about what you want. We are glad to answer questions, suggest ideas, submit estimates, tell you how long it will take and what it will cost. Get our prices and see our work before placing orders for engraving. Try us with a small order and get acquainted. We have the largest and best equipped engraving plant in the United States. We get orders from all parts of the world. Write and ask us what we have of especial interest to printers.



**The Barnes-
Crosby
Compa'y**

General Office and Works:

Times Bldg., CHICAGO.

Southwestern Branch:

Mermod & Jaccard Bldg., ST. LOUIS, MO.

**MONON
ROUTE**
4 TRAINS DAILY BETWEEN
**CHICAGO
INDIANAPOLIS
& CINCINNATI**
2 TRAINS DAILY BETWEEN
**CHICAGO &
LOUISVILLE**
PARLOR and DINING
CARS on DAY TRAINS
PALACE SLEEPING
CARS on NIGHT TRAINS
FRANK J. REED, Gen. Pass. Agt.
CHAS. H. ROCKWELL, Traffic Mgr.
W.H. McDOEL, Pres & Gen. Mgr.
**DEPOT
DEARBORN STATION
CHICAGO**

ONLY LINE TO THE FAMOUS HEALTH RESORTS
**WEST BADEN & FRENCH LICK
SPRINGS**

ILLINOIS AND CO. INC.



YOU NEVER FAIL

to attract attention when you have the
JOS. P. BIRREN CO. do you Design-
ing, Halftones, or Zinc Etchings. We
also do Electrotyping. ♡ ♡ ♡

JOS. P. BIRREN CO.,

ENGRAVERS, DESIGNERS, ELECTROTYPERS,
63-65 WASHINGTON STREET, CHICAGO. ♡ ♡

Phone 2306 Central.

Send 4 cents for Advertising Cut Book,
or 6 cents for Artistic Booklet. ♡ ♡



The Largest
Assortment of

Paper

of all kinds
carried in stock



UPER Calendered
and Machine Fin-
ish Book & Coat-
ed Woodcut and
Lithographic
Coated & Chromo Plate and
Steel Plate & Writings &
Bonds & Linens & Ledgers
& Gravure & Specialties in
Thin Papers & High Grade
Novelties in Cover Papers &
Plain and Lithographic Coat-
ed Blanks & & White and
Colored Bristols & & &



"RUSKIN"

DECKLE EDGE COVERS

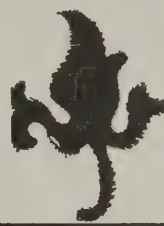
"RUSKIN"

DUPLEX COLORED BRISTOLS

"RUSKIN"

DECKLE EDGE BRISTOLS

Have just been added to our stock



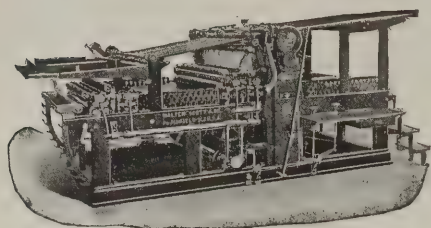
The Cover
of this issue of
The National
Printer
Journalist
is our celebrated 20x25
60 SANTIAGO
COVER, BLUE

Henry Lindenmeyr & Sons
Paper Warehouses

32, 34 and 36 BLEECKER STREET
20 BEEKMAN STREET

NEW YORK

SCOTT PRINTING PRESSES



Scott Four-Roller Two-Revolution Press.
Front-Fly Delivery.

ARE USED ALL OVER THE WORLD.

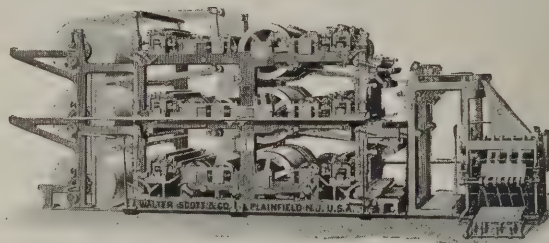
THIS machine will do the finest class of work at a high rate of speed. It is built in all sizes from 26x36 to 48x68, also made with printed-side-up delivery. :: :: :: :: :: :: :: :: ::

Scott Three-Tiered

Straight-Run Press

"IT NEVER FAILS TO CATCH THE MAILS."

THIS original straight-run press prints and folds 4 to 12 page papers at a speed of 26,000, and 16 to 24 pages at 13,000, per hour. You can depend upon its doing good work, for it is well built, of first-class materials. :: :: :: :: :: :: :: :: ::



THE BEST-PRINTED PAPERS IN THE COUNTRY ARE PRINTED ON SCOTT PRESSES.

We manufacture one, two, three, or four-tiered machines, single width, with one or two folders, and double width, with two, three, or four folders. Also stop-cylinder and two-revolution presses of all sizes.

NEW YORK OFFICE: Times Building.
CHICAGO OFFICE: Monadnock Block.
ST. LOUIS OFFICE: Security Building.
BOSTON OFFICE: Winthrop Building.
CINCINNATI OFFICE: Neave Building.

Send to nearest office for prices and further information about our machines.

Walter Scott & Co..

Cable Address:
WALTSCOTT, NEW YORK.

Plainfield, N. J., U. S. A.

PLYMOUTH CONDENSED



We have originated a new Plymouth series—the condensed. With the Plymouth and Plymouth Italic it completes a trio of surpassing beauty—a trio aptly termed "The Three Graces of Typography." Cast Uniform Line, from our Superior Copper-Mixed Metal.

7 sizes now ready, 12 to 60 point.

Price of series, 12 to 60 point, inclusive, \$35.40, less current discounts. Other sizes in preparation.



For sale by our branches and dealers everywhere.



BARNHART BROS. & SPINDLER,

Superior Copper-Mixed Type,

183-187 MONROE ST., CHICAGO, ILL.

== HERE ==

IS

SOMETHING



for You, and your Friends, and your Customers.

EIGHT 25-cent copies of

Paul Point's "BRAIN ORE" Book

AND A YEAR'S SUBSCRIPTION
TO THE NATIONAL PRINTER-
JOURNALIST ALL FOR \$2.00.

"BRAIN ORE" is a 4x9-inch 36-page book of quotations from King Solomon down to well-known men of today. It is for advertisers, educators, and all other thinkers. It is a private text-book on how to do what you want to do. Get it, read it, re-read it, write on its margins, and paste clippings in it. The above picture is of a copy re-read—till the cover came off—by a man who claims it helped to increase his ability 25 per cent. *Single copies, 25 cents.*

National Printer-Journalist, Caxton Building, Chicago.

DON'T JUMP ON YOUR PRINTER

FOR MAKING A POOR CATALOGUE

IF
YOU GAVE HIM POOR CUTS
TO PRINT FROM.

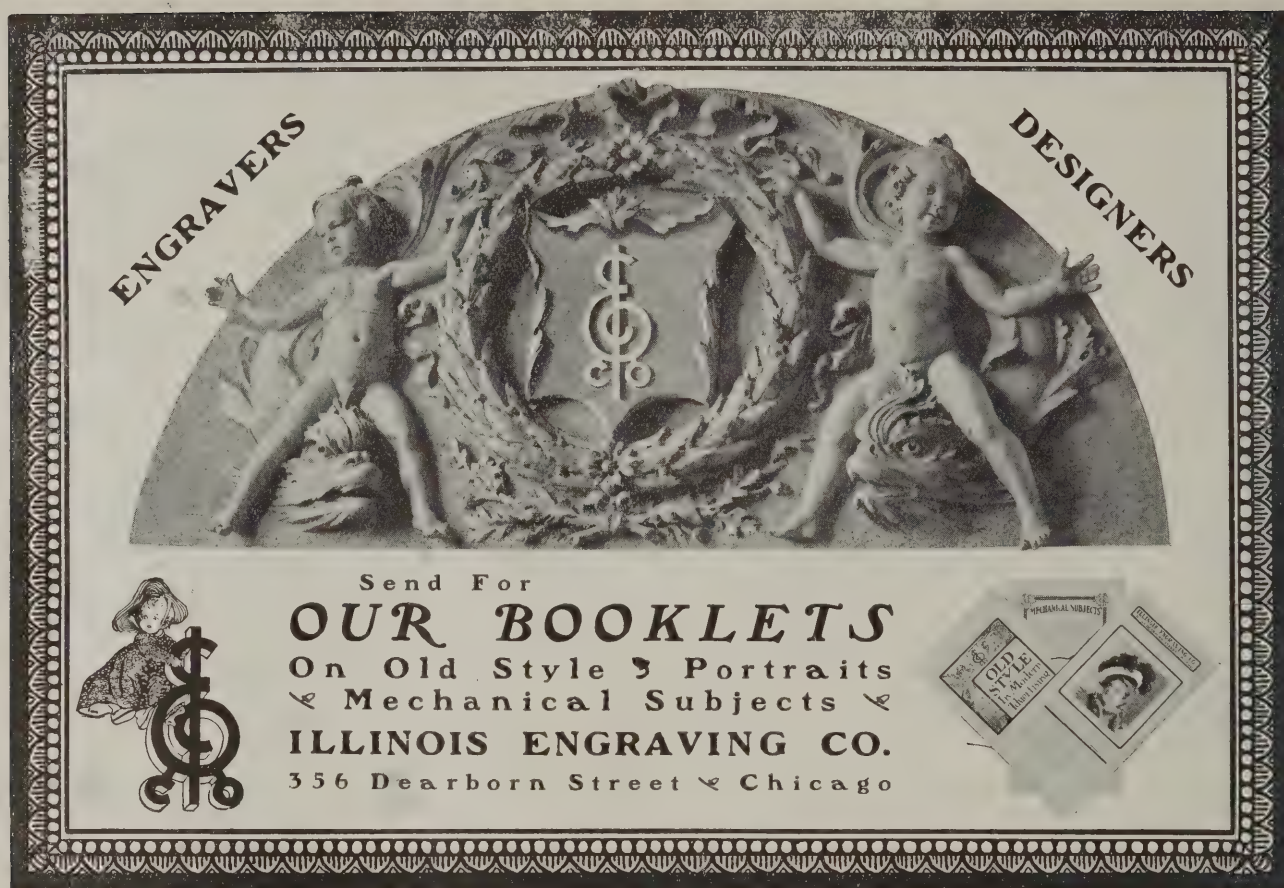
BINNER PLATES MEAN PERFECT PLATES -

Woodcuts-Halftones-Electrotypes etc.
DESIGNING FOR ADVERTISING SPACE.

BINNER ENGRAVING CO. 24 PLYMOUTH CT.
CHICAGO -

NEW YORK BRANCH, 111 5TH AVE
OSCAR E. BINNER, RES. MGR.

Type-High Stereo	ESTABLISHED 1870	Printers' Supplies
Plates Supplied	The Western	and Stationery
from all	Newspaper	Carried in Stock
of our Offices	Union	AT DES MOINES, LINCOLN, OMAHA, WICHITA AND SALT LAKE CITY
THE LARGEST READY-PRINT CONCERN IN THE WORLD		
Our Labor-Saving	PUBLICATION OFFICES	Send for Up-to-
Plates Cut in	Chicago, Ill. Kansas City, Mo.	Date Samples
Lengths to Fit	Dallas, Tex. Lincoln, Neb.	of our Modern
Ready for Instant Use	Denver, Col. Omaha, Neb.	Ready-Print Service
	Des Moines, Iowa St. Louis, Mo.	
	Detroit, Mich. Salt Lake City, Utah	
	Houston, Tex. Wichita, Kan.	
	CHICAGO AND NEW YORK	



ENGRAVERS

DESIGNERS

Send For
OUR BOOKLETS
On Old Style & Portraits
& Mechanical Subjects &
ILLINOIS ENGRAVING CO.
356 Dearborn Street & Chicago

Types Move the World



OF BUSINESS, POLITICS, and SOCIETY. The old and reliable A. D. FARMER & SON TYPE FOUNDRY COMPANY makes movable types for ALL, in ALL the Standard, Best, and Most Modern Faces used by up-to-date newspapers and magazines. Model and complete modern job offices. All sizes and styles of type. An extensive and most complete assortment of brass rules, made on any body required. Leads, slugs, and metal furniture. Brass type for bookbinders. Wood furniture. Printing machinery of the best manufacturers. Goods and machinery always in stock ready to ship on the shortest notice. All wants met promptly and large or small offices furnished and fitted out complete on the shortest notice. Send for specimen sheets of new ornaments—the one used in this ad is a sample.

.....Correspondence Solicited.....

A. D. Farmer & Son Type Foundry Co.

NEW YORK.....63-65 Beekman Street.
CHICAGO.....163-165 Fifth Avenue.

THE TEST OF PRINTING INKS



GOOD, rapid printing will always bring forth the qualities of the Ink used, but nowhere is the Ink subjected to such a searching test as on that new invention, the HARRIS AUTOMATIC JOB PRESS, which prints at a rapidity of 13,200 impressions per hour. The Inks which were procured from a largely advertised Ink house, for the exhibit of the Harris Press, heated to such a degree that the rollers melted. Other Ink was sent for and when tested dried out flat with a grayish color. Other Ink was sent for, it smutted and offset, etc.

A can of Job Ink, my DIAMOND BLACK, taken from my exhibit, was tried on the Harris Press, and it worked "SATISFACTORY IN EVERY PARTICULAR," as verbatim reported in the testimonial reproduced herewith.

What made other Inks heat and melt the rollers at this speed? ROSIN. What caused them to dry out flat and gray? GREASE.

Why did Huber's Ink work satisfactorily? Because it is free from adulterants; HONESTLY MADE GOODS. The trial of my Inks in the presence of the many interested on-lookers who usually crowded around the exhibited Harris Presses, lasted for thirty days, and it proved beyond all doubt that Huber's Inks will give no trouble at any change of speed or the changes of temperature and between seasons. Such all-round, reliable Inks that can be used every day and on any press are the best Inks for the printer, and honestly made goods, free from adulterants, are the best value and cheapest in the end.

J. M. HUBER

MANUFACTURER OF
COLORS
VARNISHES

AND

FINE LITHOGRAPHIC AND LETTERPRESS INKS

MAIN OFFICE

275 Water Street, NEW YORK

PHILADELPHIA
424 Sansom Street

CHICAGO
337-9 Dearborn Street

BOSTON
133 Pearl Street

*Huber's
Colors in
Use Since
1780*

✻✻✻✻✻✻✻✻

Niles, O., July 7, 1900.

Mr. J. M. HUBER,
275 Water St., N. Y.

Dear Sir:—

At your request we thoroughly tested your DIAMOND BLACK and some of your colored Inks at a recent Exhibition of our Machinery at the Printers' Fair in New York.

As the Harris Press was run on that occasion at 13,200 impressions per hour, the work was in itself quite a test of the Ink. We are happy to say that your Inks proved satisfactory in every particular. They did not heat or melt the rollers, nor did they dry out flat. They gave a good color without off-setting, and in our opinion are honestly made goods which we gladly recommend to all printers using our Automatic Presses.

(Signed)

THE HARRIS
AUTOMATIC
PRESS COMPANY

Geo. D. Kirkham, Sec'y.

✻✻✻✻✻✻✻✻

J. M. Huber

MAIN OFFICE

275 Water St.
New York

FACTORY, BROOKLYN
Philadelphia, 424 Sansom St.
Chicago, 337-9 Dearborn St.
Boston, 133 Pearl St.

The Chandler & Price Press Pyramid



FOR
YEAR
ENDING
JULY
31

1887—311
GORDONS

1888—367 GORDONS

1889—413 GORDONS

1890—610 GORDONS

1891—652 GORDONS

1892—657 GORDONS

1893—732 GORDONS

1894—743 GORDONS

1895—1,143 GORDONS

1896—1,375 GORDONS

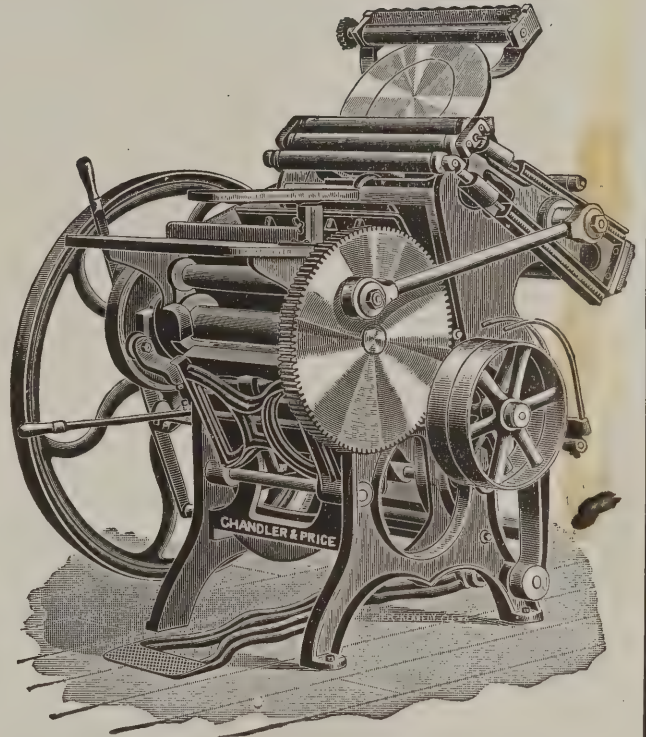
1897—1,086 GORDONS

1898—1,589 GORDONS

1899—1,707 GORDONS

1900—1,763 GORDONS

SHOWING ACTUAL
SALES AND DELIV-
ERIES OF THIS RE-
NOWNED PRESS ::
FROM DATE OF THE
BEGINNING OF ::
BUSINESS UP TO
JULY 31, 1900



A Record Unsurpassed

OF THE 13,148 GORDONS SOLD
AND DELIVERED BY THIS
COMPANY NOT A SINGLE
MACHINE HAS PROVEN
A FAILURE

Total Number CHANDLER & PRICE Gordons
Sold and Delivered in Fourteen Years . . .

13,148

Think of it! 13,148 machines made, sold and delivered in fourteen years. Such is the result of manufacturing goods of real merit. The Chandler & Price Presses Lead! Ask your dealer for them and accept no substitute.

The Chandler & Price Co., Cleveland, Ohio, U. S. A.

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Do not fail to look through the advertising pages for the announcement of the \$50 Cover Contest of the National Printer-Journalist.

A Side Gauge

Thin as paper * * * * *
 Fastened quickly * * * * *
 Anywhere on the tympan * * * * *
 High wings that never grow weary * * * * *
 Latest models * * * * *
 No complaints * * * * *
 Outlast ten times their cost. * * * * *

These Flexible Gauge Pins are manufactured under Megill's Patent No. 438,382. This patent contains the broad generic claim, and any Flexible Gauge Pin made by another party would be an infringement.

Price 60 cents per dozen, either size or assorted.

SOLD BY ALL DEALERS AND BY

E. L. MEGILL, Patentee and Manufacturer, 60 Duane Street, New York.

that will enable you to use both grippers is a great TIME SAVER.

ASK FOR THE FLEXIBLE GAUGE PINS



WITHOUT LIPS



WITH LIPS.

ORDER WHAT YOU WANT

PAY FOR WHAT YOU ORDER

Superb Dining Car Service

Lackawanna Railroad

OFFERING IN ADDITION TO A

PERFECT A LA CARTE MENU

LOW PRICED CLUB MEALS

SERVED INDIVIDUALLY

FROM 35 CENTS TO \$1.00

E.G. RUSSELL, T.W. LEE, B.D. CALDWELL
 GEN'L SUPT. GEN'L PASS AGT. TRAFFIC MGR.

➔ Lackawanna Dining Car ➔

ARTISTIC PUBLICITY CONTEST

Profitable Advertising and Art in Advertising, *The Advertiser's Trade Journal*, offers \$375 in CASH PRIZES for best original NEWSPAPER and MAGAZINE DESIGNS. No restrictions. Five competent judges. Valuable publicity for all competitors. Send for printed prospectus giving particulars and requirements of the contest. Address, Profitable Advertising and Art in Advertising, Boston, Mass.

Faster than ever to California

Chicago-Union Pacific & North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

STEREOTYPING

offices who will invest \$350 and up in a really practical plant — not amateurish. The publisher of the National Printer-Journalist says there are many of its readers who want just such a first-class Stereotyping outfit. We hope he is right. When you write, mention the National Printer-Journalist and tell us exactly what work you wish to do. :: :: :: :: :: :: :: :: ::

F. WESEL MANUFACTURING CO.

82 FULTON STREET, NEW YORK.

MANUFACTURERS OF ELECTROTYPING, STEREOTYPING, AND PHOTO-ENGRAVING MACHINERY; PRINTING MATERIAL OF ALL KINDS. Agents in New York and New England for BARNHART'S TYPE.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISEMENT COMPOSITION.

National Ad Setting Co., Fourth Floor, Caxton Bldg, Chicago. Electros furnished.

ADVERTISING NOVELTIES.

American Manufacturing Concern, Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

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Bright's "Old Reliable" St. Louis Electrottype Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

ENAMELED BOOK PAPER.

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FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

National Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes & Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H. & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

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PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

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Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

We have a new and good process of Stereotyping especially adapted for newspaper and job

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, complete selection, most original designs. Send to nearest branch for latest specimen book. BRANCHES—Boston, New York, Philadelphia, Baltimore, Buffalo, Pittsburgh, Cleveland, Cincinnati, Chicago, St. Louis, Minneapolis, Kansas City, Denver, Portland, Los Angeles, Spokane, San Francisco. SPECIAL DEALERS—Atlanta, Dodson Printers' Supply Co.; Toronto, Toronto Type Foundry; London, England, M. P. McCoy, Phoenix Place, Mount Pleasant, W. C.; Melbourne, Alex Cowan & Sons, Ltd.

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Bruce's New York Type Foundry, V. B. Munson, successor; 13 Chambers St., New York.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

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Tympalyn Co., The, 28 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 200 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.



THROUGH ALL THE FOG OF ADVERTISING and claims of rival manufacturers it can be plainly seen that LEVEY'S INKS are recognized as the standard. Every traveling salesman claims for the firm he represents that they can furnish Inks "as good as Levey's," but never refers to any other manufacturer. We would ask any printer, who has been solicited for his trade, if this is not the case. We were the first to make a "Halftone Black" that would work well on coated paper, and other houses followed in our footsteps, trying to imitate our product. On June, 1894, Mr. Theo. L. DeVinne wrote us as follows:

Fred'k H. Levey Co., New York.

DEAR SIR: We have been using your Inks for some years past and can testify to their general excellence, more especially for their use on coated paper. We find them very uniform, and with your nice graduations of body we can suit ourselves for almost any condition of paper. They are certainly very superior in quality, and we are highly satisfied with the results obtained from their use.

Very truly yours,

THEO. L. DEVINNE & CO.

We would say we are still furnishing all the Inks used by Messrs. Theo. L. DeVinne & Co., and what better testimony can an Ink maker have of the excellence of his Inks.

FRED'K H. LEVEY CO.

✍ ✍ **Manufacturers of Printing Inks,** ✍ ✍

59 BEEKMAN STREET, : : : : NEW YORK.

FRED'K H. LEVEY, President.

CHAS. E. NEWTON, Vice-President.

WM. S. BATE, Secretary.

GUARANTEE
QUALITY.



THIS
TRADE-MARK
ON EVERY CAN
OR TUBE.

National Printing Ink Company

We make our own dry colors and varnishes. We do not make them from our great grandfathers' formulas, but use the most modern ways and machinery and the very best materials. Hence, THE SUPERIOR QUALITIES of our inks.

OUR GUARANTEE

greater covering and lasting qualities freer from smut and set-off than can be obtained elsewhere. An ink that comes nearer perfection than that produced by other makers. :: :: :: :: :: :: :: :: ::

We guarantee NATIONAL INK to be first class in every respect. Non-fading, non-injurious, with

We make a specialty of NATIONAL BRAND NEWS INK, which is very dense and free flowing, and does not have that objectionable muddy appearance like other inks.....When ordering state what speed and what press it is to be run on.....

National Printing Ink Company, Chicago, Ills.

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOE PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,

274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.

NOVEMBER 1900



NATIONAL

PRINTER

JOURNALIST

J. Lynch.

WILLIAMSON-HAFFNER, DENVER.

THE JAENECKE PRINTING INK COMPANY

INCORPORATED

Formerly Jaenecke Bros. & Fr. Schneeman

NEWARK, N. J.
and NEW YORK



Manufacturers of

PRINTING and **INKS**
LITHOGRAPHIC
DRY COLORS and VARNISHES



ALL CORRESPONDENCE SHOULD
BE ADDRESSED TO THE MAIN
OFFICE IN NEWARK, N. J. ***



*Awarded
Prize
Medal
at the
Paris
Exposition
1900*

OUR NEW SPECIMEN BOOK IS NOW READY
AND WILL BE SENT ON APPLICATION

Factories:

Newark, N. J.; Hanover, Germany; Moscow, Russia.

THIS LITTLE FELLOW

*KNOWS A GOOD THING
WHEN HE SEES IT.*



*HE HAS LAID IN
A SUPPLY,
HAVE YOU?*

9 MEN IN EVERY 10

Never order Printing until
They are in immediate need
THAT'S SO!

9 PRINTERS IN EVERY 10

Never have the paper wanted
when it is ordered - **JUST OUT!**
THAT'S BAD!

The Customer has either to take
something he does not want,
Wait longer than he wants,
or go to another Printer
THAT'S WORSE!

The wise Printer has always
A small Stock of **FLATS,
BOOK, COVER, CARDBOARD,
CUT CARDS, ENVELOPES,
TAGS, RULED HEADS, MANILA.**
THAT'S BUSINESS!

**YOU DONT WANT TO LOSE ORDERS
& WE DONT.
SEND US ONE.**

**J.W.
BUTLER-PAPER
COMPANY**

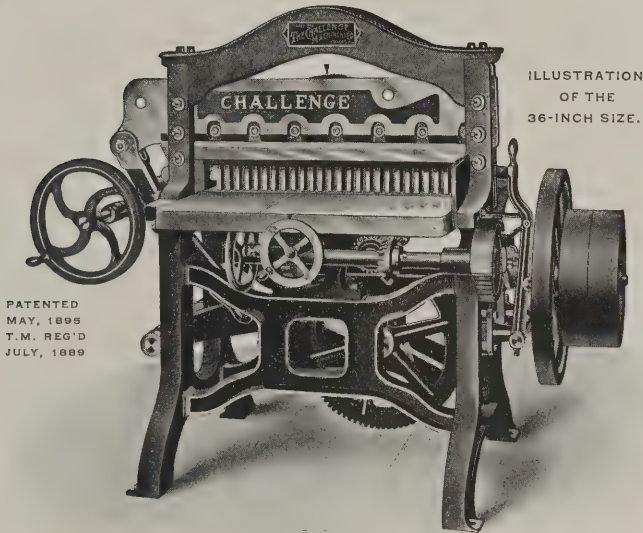
**212-218 MONROE ST.
CHICAGO.**



For
Tasty Designs
For
Advertisements
For
Catalogue Covers
For
Booklets and Cards
For
Letter Heads and Illustrations
For
Electrotyping, and Nickeltyping
Engraving in all Branches - Write to
- Blomgren Bros. & Co.
175 Monroe St. Chicago.

WHEN you are looking for a first-class up-to-date Paper Cutter, Country News Press, Job Press, or other Printing Machinery, let us remind you that the "CHALLENGE" STANDS AT THE TOP. Here is one of them: ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁

Challenge Power Cutter



PATENTED
MAY, 1895
T.M. REG'D
JULY, 1899

ILLUSTRATION
OF THE
36-INCH SIZE.

It's a Model of Beauty, Strength, Simplicity, and Convenience. See how the bed is supported in the center on a massive truss, which unites the two heavy cross-braces; these are securely bolted together and give rigidity to the whole machine.

❁ ❁ It has side gauges back and front, reversible front gauge, split back gauge, interlocking back gauge and clamp; all screws, studs, shafts, clutches and driving gears are steel; the knife may be stopped at any point; and other new ideas you should know about. ❁ ❁ ❁ ❁ ❁ ❁ ❁ ❁

To learn more about 'em, *just drop us a line*, and we'll send you our latest Illustrated Catalogue; it also gives a whole lot of information about new machinery and labor-saving devices for printers.

SOLD BY DEALERS
EVERYWHERE.

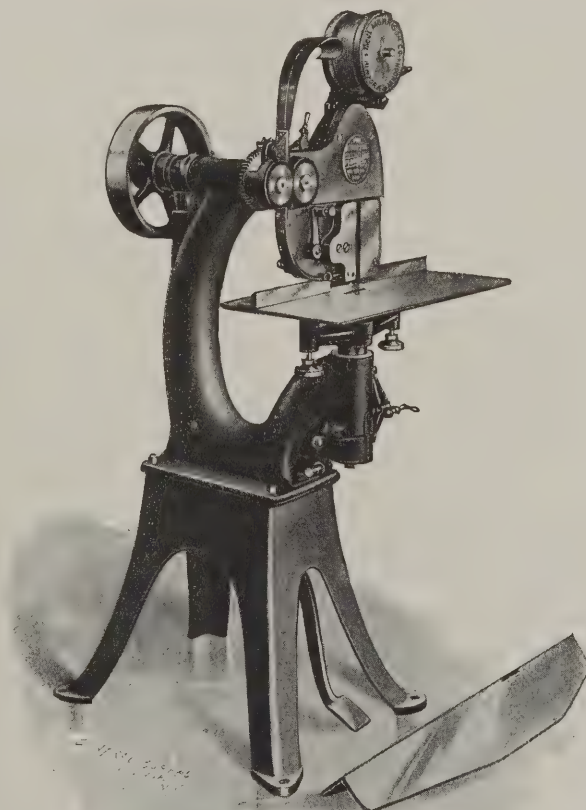
Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

"Perfection" Wire-Stitching Machines ❁ ❁

HEADQUARTERS FOR
"PERFECTION" QUALITY
BOOKBINDING WIRE —
The Standard of the World!

Manufactured by

The J. L. Morrison Co.
London Toronto New York



Known
and
Sold
all
the
World
over

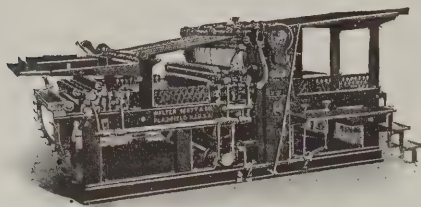
ONE OF
EIGHT
DIFFERENT
STYLES

WRITE FOR
INFORMATION

PATENTED IN 1900. CAPACITY, 2 SHEETS TO 7/8 INCHES

SCOTT PRINTING PRESSES

ARE USED ALL OVER THE WORLD.

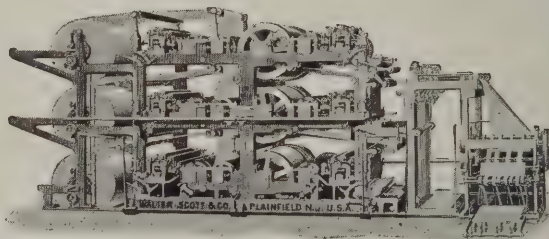


THE SCOTT FOUR-ROLLER TWO-REVOLUTION PRESS will do the finest class of work at a high rate of speed. It is built in all sizes from 26x36 to 48x68, also made with printed-side-up delivery. :: :: :: :: :: :: :: :: :: ::

Scott Three-Tiered Straight-Run Press

"IT NEVER FAILS TO CATCH THE MAILS."

THIS original straight-run press prints and folds 4 to 12 page papers at a speed of 26,000, and 16 to 24 pages at 13,000, per hour. You can depend upon its doing good work, for it is well built, of first-class materials. :: :: :: :: :: :: :: :: :: ::



THE BEST-PRINTED PAPERS IN THE COUNTRY ARE PRINTED ON SCOTT PRESSES.

We manufacture one, two, three, or four-tiered machines, single width, with one or two folders, and double width, with two, three, or four folders. Also stop-cylinder and two-revolution presses of all sizes.

NEW YORK OFFICE: Times Building.
CHICAGO OFFICE: Monadnock Block.
ST. LOUIS OFFICE: Security Building.
BOSTON OFFICE: Winthrop Building.
CINCINNATI OFFICE: Neave Building.

Send to nearest office
for prices and further
information about
our machines.

Walter Scott & Co.,

Cable Address
WALTSCOTT, NEW YORK.

Plainfield, N. J., U. S. A.

**ALWAYS IN STOCK
AT ALL OUR BRANCHES**

FOR LIST OF
BRANCHES SEE
NATIONAL PRINTER
JOURNALIST DIRECTORY

**HAMILTON
WOOD GOODS**

**AMERICAN TYPE FOUNDERS
COMPANY**

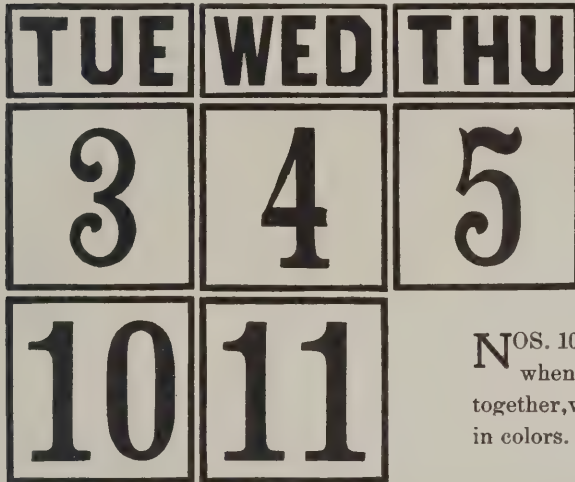
Perpetual Calendar Sets.

PRICE LIST OF ALL SIZES OF CALENDAR SETS.

4-Line Logotypes, 1 to 31, with 7 Blanks, - - \$4.00 per Set.	12-Line Logotypes, 1 to 31, with 7 Blanks, - - \$ 7.00 per Set.
5 " " 1 " 31, " 7 " - - 4.50 "	15 " " 1 " 31, " 7 " - - 8.50 "
6 " " 1 " 31, " 7 " - - 5.00 "	18 " " 1 " 31, " 7 " - - 10.00 "
8 " " 1 " 31, " 7 " - - 5.50 "	20 " " 1 " 31, " 7 " - - 12.00 "
10 " " 1 " 31, " 7 " - - 6.00 "	24 " " 1 " 31, " 7 " - - 14.00 "

12 Logotypes of the months in full, without abbreviations, for Calendars 12-line and under, \$3.00 per Set. For Calendars over 12-line, \$4.00 per Set.

7 Logotypes of the days of week abbreviated, for Calendars 12-line and under, \$1.00 per Set. For Calendars over 12-line, \$1.50 per Set.



No. 10—6-Line.

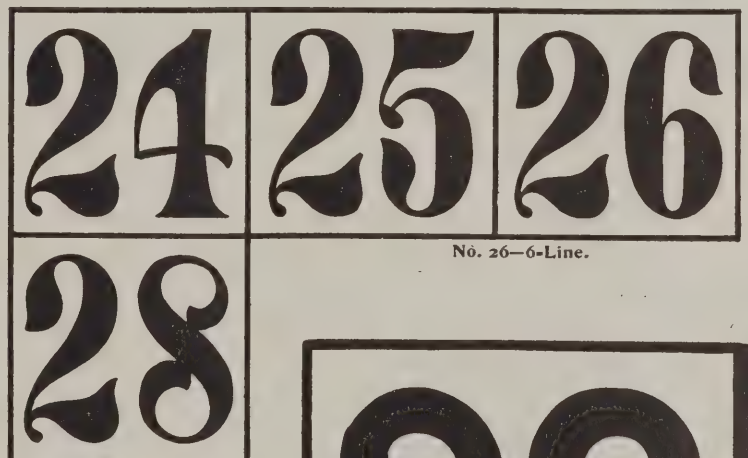
IN setting up the blocks of No. 10 Set, no brass rule is required, as the blocks include the ruling. : : : : : :



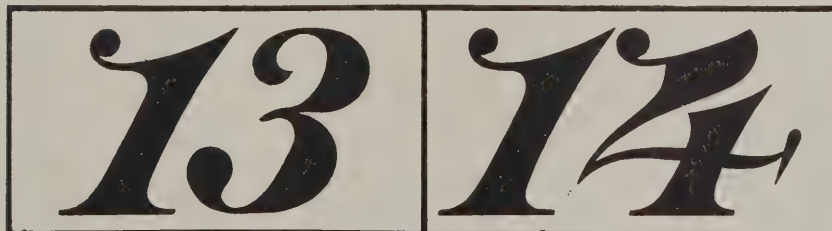
No. 11—6-Line.



No. 22—5-Line.



No. 26—6-Line.



No. 29—6-Line.



No. 27—15-Line.

It is impossible to properly display these large Calendar Sets in this small space, but they are better displayed in our large 4-page special calendar circular, which we will send on application. This circular shows many other styles and gives particulars in full regarding size occupied by each set, etc. If you are in need of Calendar Sets or Wood Type, write us.

THE HAMILTON MFG. CO.

Main Office and Factory, - - TWO RIVERS, WIS.
Eastern Factory and Warehouse, - MIDDLETOWN, N. Y.

*To favorably impress
discriminative minds
use*

Ⓟ INNER PLATES
(MEAN PERFECT PLATES)

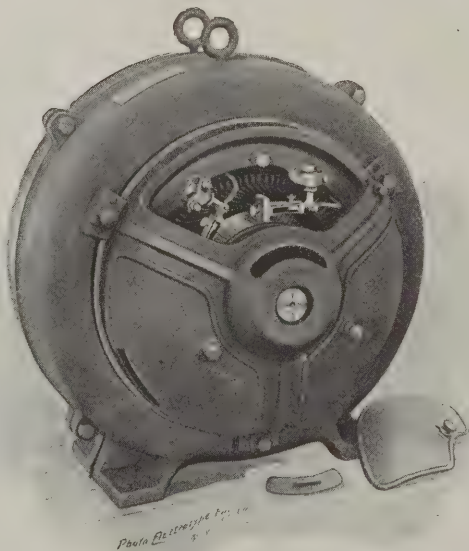
Ⓟ INNER DESIGNS
(DISTINCTIVE & EFFECTIVE)

in all your Catalogue & Advertising matter

Ⓟ INNER ENGRAVING CO. 21-25 PLYMOUTH CT. CHICAGO

NEW YORK OFFICE 111 FIFTH AVE.

SPRAGUE ELECTRIC COMPANY



MANUFACTURERS OF
HIGH-GRADE MOTOR EQUIPMENTS
FOR NEWSPAPER OFFICES, PRINT-
ING ESTABLISHMENTS, AND BOOK
BINDERIES.

The Lundell apparatus which we manufacture is celebrated the world over for its efficiency, compactness, and careful workmanship. It is non-sparking, reliable, safe, and flexible. It saves in the cost of power. The expense ceases when the machine or press stops. Send for Bulletin No. 20016.

GENERAL OFFICES: 527-531 West 34th Street, NEW YORK.

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IT PAYS

Types Move the World



of Business, Politics, and Society. The old and reliable A. D. FARMER & SON TYPE FOUNDRY COMPANY makes movable type for ALL, in ALL the Standard, Best, and Most Modern Faces used by up-to-date newspapers and magazines. Model and complete modern job offices. All sizes and styles of type. An extensive and most complete assortment of brass rule, made on any body required. Leads, slugs, and metal furniture. Brass type for bookbinders. Wood furniture. Printing machinery of the best manufacturers. Goods and machinery always in stock ready to ship on the shortest notice. All wants met promptly and large or small offices furnished and fitted out complete on the shortest notice. Send for specimen sheets of our new ornaments—the one used in this ad is a sample. It affords us pleasure to answer letters.

A. D. Farmer & Son Type Foundry Co.

63-65 Beekman Street NEW YORK.
163-165 Fifth Avenue CHICAGO.

THE CUT SHOWN HEREWITH WAS MADE ON A CROWN ENGRAVING PLATE, AND WAS FINISHED, READY FOR THE FORM, IN **20** MINUTES.



IT TOOK THE ARTIST **10** MINUTES to sketch it on the plate, and the stereotyper **10** minutes more to finish it up. The entire cost of the finished cut was *less than 20 cents*. This is a sample of rapid outline work, suitable for newspaper use. With more time and more care and by the use of our **MULTIPLE LINERS AND STIPPLING TOOLS**, results can be obtained that equal lithography in precision, and the halftone effect can be so closely imitated that it is difficult to distinguish the difference.

Points to Remember.

All of the work is done in your own office, independent of outside assistance. We furnish you with the plates and the tools. No expensive plant is necessary. The very small cost of our process puts it within reach of the smallest weekly. The results justify its use by the largest daily. We guarantee all that we sell you and all that we claim for our process. Any artist can use our plates without previous instruction. No special skill as an engraver is required. With our **Plateograph**, any portrait or line drawing can be reproduced without special artistic skill.

That it pays to illustrate goes without saying. Right now, during the campaign, is the best time to add this department to your office. If you have been illustrating, we will **save you money** and give you **better results**. Remember we guarantee results to be satisfactory. We furnish publishers with names of available artists and furnish artists with addresses of publishers desiring their services. We maintain a free school of instruction to artists using Crown Engraving Plates. There is no process as rapid, cheap, reliable, simple, and satisfactory as Crown Engraving Plates, manufactured and sold exclusively by

HOKE ENGRAVING PLATE CO.

BRANCH OFFICES:

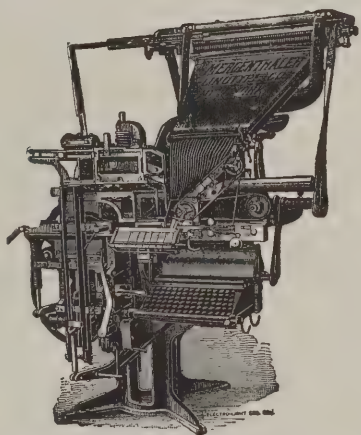
111 Fleet Street, LONDON, E. C.; MELBOURNE, Australia; SAN FRANCISCO, Cal.; DENVER, Col.

PATENTEES, ST. LOUIS, MO., U. S. A.

To buy a Linotype is no longer an experiment; its a necessity, and is now in use in all classes of printing establishments.

FACTS &

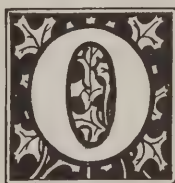
T H E LINOTYPE



(8,000 in Daily Use.)

Each machine is a type foundry in itself—all sizes type used. Complete font of matrices costs \$40 and equals tons of type—1,000 pages of revised proofs furnished as readily as 10. . . . Corrected matter on the galley costs 20 cents per 1,000 ems for bookwork in New York City.

BETTER WORK — A N D — LARGER PROFITS — BY AID OF THE — LINOTYPE



ONE YEAR ago you were doing more composition than you are today.

One year ago your competitor was doing no more work than you were.

Your love for old methods blinded your judgment and you resented innovations.

Your competitor was in business for the money in it and adopted economical methods.

Your estimates are always too high, as hand composition costs you 30 or 40 cents per 1,000 ems.

Your competitor secures the work and makes a profit of 15 and 20 cents on every 1,000 ems.

Address the . . . **Mergenthaler LINOTYPE COMPANY,**
Tribune Building, New York City.

There is a Snap

and brilliancy to HUBER'S INKS that makes your old type look like new and your paper as if you had been paying a cent a pound more than you really did.

HUBER'S INK costs you less than the ink you are now using because you buy it direct from the maker of Dry Colors and Varnishes, just as if you had an ink-grinding plant of your own, while you save the cost of that plant, have no risk as to the working of your ready-made ink formulae, and no ink maker to pay should you be slack. You know exactly that you pay the least possible price for your ink and you can figure sharply because you know its cost per pound. From me you get the best ink on earth at strictly one-profit-and-no-middle-man-prices.

J. M. HUBER

MANUFACTURER OF
COLORS
VARNISHES

AND

FINE LITHOGRAPHIC AND LETTERPRESS INKS

MAIN OFFICE

275 Water Street, NEW YORK

PHILADELPHIA
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337-9 Dearborn Street

BOSTON
133 Pearl Street

*Huber's
Colors in
Use Since
1780*

❖ ❖ ❖ ❖ ❖ ❖ ❖ ❖

Niles, O., July 7, 1900.

Mr. J. M. HUBER,
275 Water St., N. Y.

Dear Sir:—

At your request we thoroughly tested your DIAMOND BLACK and some of your colored Inks at a recent Exhibition of our Machinery at the Printers' Fair in New York.

As the Harris Press was run on that occasion at 13,200 impressions per hour, the work was in itself quite a test of the Ink. We are happy to say that your Inks proved satisfactory in every particular. They did not heat or melt the rollers, nor did they dry out flat. They gave a good color without off-setting, and in our opinion are honestly made goods which we gladly recommend to all printers using our Automatic Presses.

(Signed)

THE HARRIS
AUTOMATIC
PRESS COMPANY

Geo. D. Kirkham, Sec'y.

❖ ❖ ❖ ❖ ❖ ❖ ❖ ❖

J. M. Huber

MAIN OFFICE

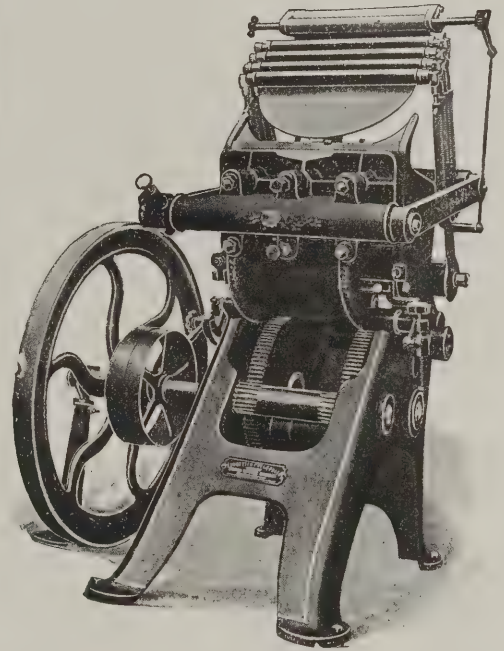
275 Water St.
New York

FACTORY, BROOKLYN
Philadelphia, 424 Sansom St.
Chicago, 337-9 Dearborn St.
Boston, 133 Pearl St.

SPEED, HALFTONE, and EMBOSSING

ARE THE POINTS WHICH MAKE THE

Perfected Prouty Job Presses



SO POPULAR.

Not a	<u>NOISELESS,</u>				
CAM	<u>STRONG,</u>	<u>PERFECT</u>	<u>SEND FOR</u>	<u>PRESSES</u>	<u>TWO</u>
on the	<u>AND</u>	<u>INK</u>	<u>CATA-</u>	<u>RUNNING</u>	<u>Main</u>
Press.	<u>SIMPLE OF</u>	<u>DISTRIBU-</u>	<u>LOGUE</u>	<u>IN EVERY</u>	<u>Gear</u>
	<u>CON-</u>	<u>TION.</u>	<u>AND</u>	<u>CIVILIZED</u>	<u>Wheels.</u>
	<u>STRUC-</u>		<u>PRICES.</u>	<u>COUNTRY.</u>	
	<u>TION.</u>				

MANUFACTURED ONLY BY

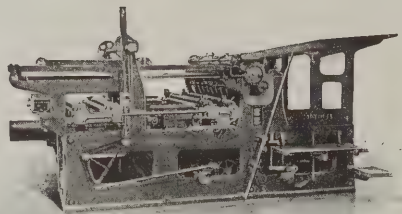
BOSTON PRINTING PRESS COMPANY

Successors to GEO. W. PROUTY CO.

7 Water Street, BOSTON, MASS., U. S. A.

JOHN HADDON & CO., Agents for Great Britain and the Colonies, Salisbury Square, LONDON, ENGLAND.

PROFITS FROM PRESSWORK.



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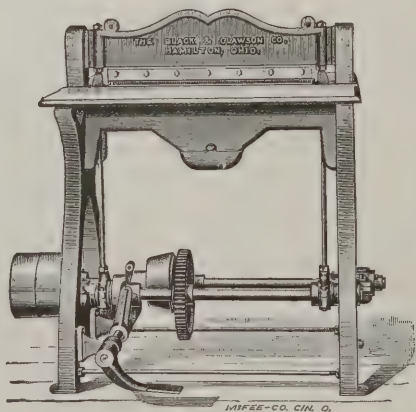
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1896-1,375 GORDONS

1897-1,086 GORDONS

1898-1,589 GORDONS

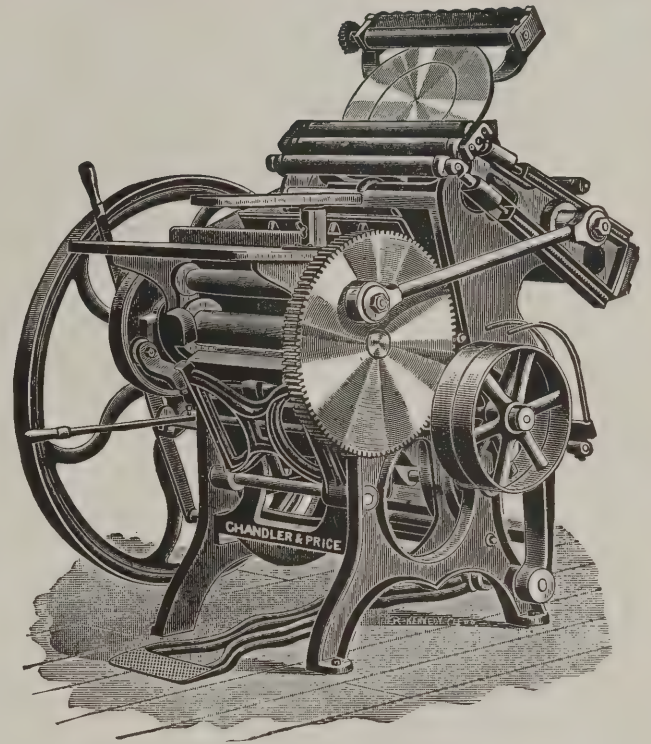
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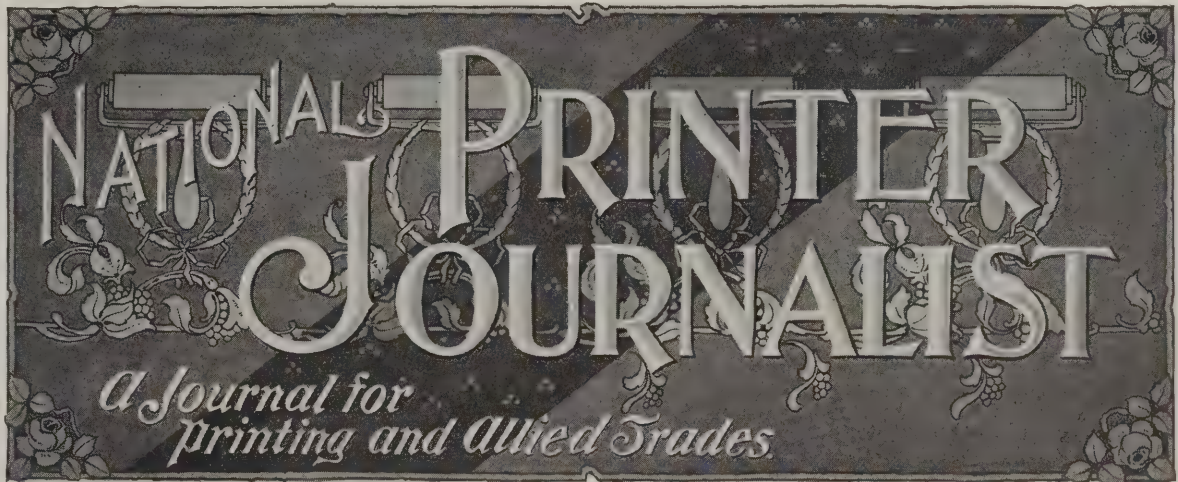
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VOL. XVII.

CHICAGO, NOVEMBER, 1900.

NO. 11

The United Typothetae of America.

The Fourteenth Annual Convention at Kansas City, September 24-27 — One of the Most Notable in the History of the Association — A \$100,000 Defense Fund Against Arrogated Rights and Oppressive Methods of Trade Societies, Through Unjust Strikes and Boycotts, Established — Other Business.



FOR a long time to come, the "Fourteenth" will be known as truly a historical Convention of the United Typothetae. The proceedings and discussions were mostly carried on with closed doors but the results reached are the property of the world. The unanimity of sentiment and the earnestness and even zeal manifested to reach united action along lines that will result in the advancement of the calling, and of the rights and vast interests of all connected therewith, were features that ever will be remembered with pleasure by, and will long give a new inspiration to all who were present on this occasion. The Convention, in its expressed views, in its words and legislative acts, was genuinely American, recognizing the equal rights of all, but opposing the recognition of any class distinction between different groups of men in different branches of labor, whether members or non-members of any particular guild, society, sect, party, or union. The published rumor that any war was made on unionism is as false as are the prejudiced, suspicious, selfishly interested inventors of the lie. To stand against wrong, against the infringement of individual liberty and property rights, against an organized but irresponsible mob, when seeking to regulate other people's business, labor, or affairs, through calumny, blackmail, violence and bribery, was the only resolve.

The Convention was opened in the Lyceum Hall, Kansas City, at 10 o'clock a. m., September 25, and was called to order by the President, Franklin Hudson. The invocation was offered by Dr. W. P. George, of the Westminster Presbyterian Church of that city. It breathed a true spirit of humility, dependence, devotion and longing for wisdom and guidance. It closed with that model for all time and all mortals—the Lord's Prayer—in which many of the members reverently joined.

Able and instructive addresses of welcome were delivered by Cusil Lechtman, President of the Typothetae of Kansas City; T. M. Spofford, President of the Upper House; Judge

John F. Philips, and W. J. Berkowitz. Everett Waddy, of the Everett Waddy Printing Company, of Richmond, Va., responded for the visitors.

These remarks were well worthy of the close attention and applause that they justly received, and were followed by the able annual address of President Hudson, who referred to the important questions to come before the Convention, and hoped for the customary careful, conservative and businesslike treatment of every really important issue, and declared that "there is no cloud, however small, above the horizon of the United Typothetae of America." The year had been one of considerable activity in printing, but he feared prices have not been adequate to meet the increased cost of the shorter work-day. Distrust of competitors had doubtless prevented a reasonable advance to meet increased expense. He hoped that another year would witness a return to fair and remunerative prices. Outside of Kansas City there had been no serious labor trouble affecting book and job offices, and there, by the action of the Executive Committee, the fight was abandoned, for which aid the local society is keenly appreciative.

He spoke in complimentary terms of the activity of the trade journals of the craft, through which questions of vital importance had been presented, and trusted that action on these would warrant the title of "business session" for this Convention. He added:

UNFORTUNATE LEADERS

with temperaments and habits that should disqualify them for positions of trust or responsibility, have made extremely unpopular the organizations that were designed for the workman's benefit. Such people have been ever ready to apply the epithet of "union-haters" to foster prejudices against proprietors, and make accusations of efforts to crush the unions.

It is to be regretted that the intelligent members of such organizations do not reject these leaders and realize that business men consider all phases of their surroundings, and in the changing conditions of both business and the laborer the organization of each is to become a permanent factor for consideration in the future. Because of this fact it does not follow that either must be driven in or driven out of such combinations. The right of selec-

tion must be accorded all parties. All questions, the outgrowth of these conditions, should be considered with the utmost fairness.

THE FUTURE OF THE TYPOTHETAE.

The first meeting, fourteen years ago, was remarkable for its positive tone and the practical manner in which it took up the business that called it into existence.

That there have been many situations of a serious nature relieved and an almost incalculable amount of valuable information developed for the business as well as practical man, no one will deny. The social features have established strong friendships that will endure through life, and in these lie the kernel that under the fructifying influences of good rules, for good business purposes, can respond to the demands for a stronger, more aggressive (not in an offensive sense) and powerful organization. There is much ahead in the business world to give us concern, and I invite a temperate and exhaustive consideration and discussion of methods for our future welfare and guidance. It will be but a just recognition of opinions well expressed by our men of worth and weight, that the times demand an advance upon former conditions and requirements.

PROTECTION OF LOCAL HOUSES FROM OUTSIDE COMPETITION.

No doubt there will be a diversity of opinion upon this subject. A fixed rule may have a marked effect upon the business of many houses. The advent of methods to prevent the wild and disastrous bidding on work in many localities has forced this question upon the attention of the employers.

When a reasonably remunerative rate has been made upon work that has heretofore been handled upon the ridiculous basis of a cost figure, probably through ignorance, and the customer seeks to overthrow the efforts of the local bidder by seeking foreign competition, does this become a matter for consideration of our organization?

I deem it a subject that should have full and free discussion, and I am satisfied that the delegates herein assembled can devise measures of protection and fairness to all parties.

AN EMERGENCY OR DEFENSE FUND.

A committee was appointed by the Convention of 1899 to report at this session "ways and means whereby may be created a fund to be devoted to defraying the expense of strikes, boycotts, and other encroachments upon the constitutional rights of members." I am assured that we shall have a report offering a business-like and equitable method for creating such a fund. In reviewing the year since our last meeting the necessity of departing from our previous policy must become apparent to every member. The organization of "Industrial Councils," "Building Trades Councils," "The Allied Printing Trades," and many other similar associations, has from time to time developed so many sympathetic strikes for the purpose of unionizing various trades and exactions so unreasonable that the conduct of business has become well-nigh impossible in some lines.

THE UNION RECOMMENDING PEACEABLE ADJUSTMENT RAISES \$100,000 TO FIGHT EMPLOYERS.

It is a matter of history that the report to their national body of the Committee of the Unions, to the Syracuse Conference, congratulated its members upon the settlement of a shorter workday in an amicable and satisfactory manner, and recommended the treatment of all difficulties in a similar way to avoid ruptures between employer and employed. The same Convention passed a resolution to raise a fund of \$100,000 to prosecute strikes and boycotts, by a per capita tax of ten cents per month, and based upon a membership claimed, of 32,000, it means \$3,200 per month.

Resolutions were also passed arbitrarily making Union membership a qualification for a foreman, and similarly Linotype machinists are now required to be members of the Typographical Union.

The Convention of the International Typographical Union which has just been held in the City of Milwaukee, upon the advice of the retiring President, raised the per capita tax to forty cents per month, three-eighths of which is to be placed in the defense fund, thus raising the monthly sum to \$4,800.

INTOLERABLE DICTATION.

Looking fairly at such facts, and what they portend for the future, can employers take the sentimental view of the question and hope to protect themselves solely by compromises and arbitration, which simply means the ultimate surrender of all rights in their offices?

It is but natural that every business man should seek to so manage his affairs as to reduce friction and trouble in the same to a minimum. From choice he looks for peaceful ways and comity and good-will with his employees, but when this spirit is taken

for timidity and his rights are utterly ignored, the stand of an independent, self-respecting employer should be assumed.

If organized labor can say to us, "We have established certain rules for the conduct of your business and you are obliged to submit to them without hearing or argument," then it is but a short step to the condition that no man can work at the trade except under membership in the Unions. Will not such a condition be intolerable?

PROOFREADERS AND LINOTYPE MACHINISTS.

Indicative of the sentiment of that large printing interest represented by the American Newspaper Publishers' Association, I desire to place before you a short extract from the address of Mr. Frederick Driscoll, Commissioner for the above-named Association, before the International Typographical Union in Milwaukee, suggesting some changes in their laws. He said:

"I call your attention to the fact that a considerable bitterness of feeling has been engendered in the minds of publishers because of your action at your last Convention in compelling proofreaders and Linotype machinists to become members of the Typographical Union.

"These two classes of employees are in no sense entitled to be called printers, and these new requirements have occasioned a great deal of trouble. In some cases the requirements have been ignored, and in one notable case the requirements covering the machinists caused one of the most disastrous strikes, which occasioned large assessments and expenditures of strike funds, drove scores of printers from their homes to seek work elsewhere, and inflicted a great amount of sore distress on hundreds of workmen's families.

"There can not be to exceed three hundred Linotype machinists employed by the publishers. It would seem to an impartial observer that it was hardly wise for an organization claiming to number more than thirty thousand to cause such trouble for the very few employed to take care of the Linotype machines, with whom there has been before this no substantial trouble.

"With reference to the matter of proofreaders, the publishers regard it as a needless interference with the conduct of their business. They claim that many valued employees whose services have been acceptable in this occupation do not desire to join the Unions; that there is no more propriety in requiring them to join the Union than to ask counter clerks or employees who are not printers; but above all, it is claimed the maintenance of this rule will impair the service—that membership in the Union, rather than skill in their occupation, will be considered the requirement on the part of the employee.

"For these reasons and others which might be noted, I am directed to ask you to repeal these two new features grafted on your constitution last year."

I desire to urgently press upon this Convention prompt and favorable action on the Emergency Fund question—it is vital, now, that we should be prepared to resist unjust assaults upon the business of our members.

AN EIGHT-HOUR DAY.

A representative of the Typographical Union, claiming an official capacity, has called upon an organization of employing printers and asked upon what terms they would co-operate with them in a campaign for the purpose of bringing about an eight-hour day.

We, as employers, are today struggling with the problem of how to so adjust our business to the concession of last November that we may place the balance upon the favorable side. Such a request is certainly ill-timed, and will tend to intensify prejudices already held and cultivate them where hitherto there has been passive acceptance of Union domination.

It will certainly suggest itself to this Convention that a positive announcement of its sentiment on this question is only a simple matter of duty to itself.

REGULATION OF OFFICES WHEREIN UNION LABOR IS AFFECTED.

This is a subject that has been brought to the attention of the President of the United Typothetae by employers whose interests are large and who suffer from the exactions forced upon them and in which the courtesy of an opinion is denied them.

I assume that this organization is of sufficient strength to enforce every fair and just rule that it should make; if this be true, then, now is the time to make a ruling, to be observed by all members affected, that in the future the settlement of controversies upon office management and regulation shall be placed in the hands of a Committee representing both employer and employee, and that all obnoxious office rules, all changes and new regulations must be passed upon by a Committee composed equally of employees and employers.

The following remarks by Commissioner Driscoll, heretofore



SOME OF THE NEWLY-ELECTED OFFICERS OF UNITED TYPOTHETAE OF AMERICA.

quoted, are so closely in line with the rights of our members that they might well have been written for us:

"Your attention is particularly directed to the resolutions of the publishers and also of the Committee, that the International Typographical Union should make no changes in its constitution or general laws bearing upon the rights or affecting the interests of the publishers, without first having a consultation with the authorized representatives of the newspaper publishers and learning their views on any proposed changes. There is not a member of this Union who will deny the fairness of this position, if he will be candid and just both to himself and his employer.

"A cause of friction is the frequent practice of local Unions in forming and ratifying new scales in secret session without consulting in advance with the publishers, who are expected to pay the bills.

"Before any new scale is submitted to the local Union for adoption a full consultation should be had with the employers to be affected thereby."

When, in all seriousness, an organization creates a law that the owner or proprietor of a printing plant can not touch his type nor turn a wheel of his machinery for pecuniary profit, has not the time arrived for some decisive action that shall set forth clearly that there are other parties than the employees who have a voice in office management?

A PAID OFFICIAL.

Eight years ago it was stated that a careful estimate of the investment of the membership of the United Typothetae placed the capital represented at \$50,000,000; with 25 per cent increase in membership, not to speak of the larger volume of business generally, there must be a materially increased investment, probably not less than a total of \$70,000,000.

The maintenance of a central office with a well-paid official and such expense as naturally follows could not be a very serious tax upon business interests as great as this. The indirect benefit that could accrue from the intelligent efforts of such an official would be almost incalculable. It is reasonable to estimate that the direct saving to the trade generally by the exercise of good judgment, by a positive and capable man, would save the expense of such an office ten times over. The desired result may be attained by a sufficient fund placed at the disposal of the present Secretary.

I heartily commend this innovation to your consideration as worthy of prompt and favorable action.

PAST LEGISLATION ON BUREAU OF INFORMATION AND SUPPLY.

In the good legislation enacted by the Conventions of this body unfortunately there has been some that has been inoperative from want of the necessary machinery to carry it into effect. I invite your attention to the following extract from the proceedings of the Fifth and Sixth Annual Conventions, and suggest for your consideration that the same be called to the attention of the Secretary, with the recommendation that it be made effective at once; or, in the event that this Convention should create an office for a permanent paid official, then the requirements of this legislation become a part of his duty.

Extract from the Executive Committee's Report, Fifth Annual Convention, pages 37-40—Formation of a Bureau of Information and Supply:

" . . . We suggest for your consideration a plan for the formation and conduct of a Bureau of Information and Supply.

"Detail.—1. To procure the names and addresses of workmen (compositors and pressmen) in interior towns who desire work in large cities, also in places where there is an overplus of workmen, and to keep a record of the same with the view to supply cities when needed.

"2. To collate information as to the number of offices and the men employed in different cities; to acquaint itself as far as possible with the general conditions of trade and the supply and demand in the different centers of trade.

"Methods.—1. To advertise from time to time for needed information.

"2. To seek correspondents in the printing trade in different cities.

"3. To issue blanks of every kind needed, with a view to seek information from local societies; answer applicants for work; explain the objects and aims of this Bureau and question local societies on matters of interest.

"4. To keep in correspondence with applicants for work, show an interest in their needs, and to supply freely any pertinent information asked for by them or others.

"5. To keep in correspondence with the local Typothetae for the purpose of gathering and supplying information and furnishing workmen, in times of pressure, from other places.

"Revenue.—The Treasurer to be instructed to pay the expenses from the general fund of the society, and any deficiency to be assessed from local bodies. . . .

"Your committee would call attention to the certificates prepared for workmen that have been distributed to nearly all of the local societies, and earnestly urge their issue to worthy, competent employees."

Extract from the report of a committee of five to whom the report was referred—page 102:

"The committee to whom was referred the scheme of the executive committee for establishing a Bureau of Information and Supply report that they have considered the proposal as detailed, and recommend that the same be put into operation during the ensuing year, under the control of the executive committee, through the office of the Secretary."

Report accepted and adopted.

Extract from the report of the Executive Committee to the sixth annual Convention—page 26:

"It need only be said that the results were not what we had hoped for, nor what we believe they would have been under other circumstances, or may be expected when the objects are properly understood.

"We still believe this or a similar system of registry, together with several other ideas outlined before the Fifth Annual Convention, can and will be systematized and made beneficial.

"We recommend that all matters relating to this bureau be continued through the office of the Secretary, under control of the Executive Committee, as heretofore, with full power to make operative, from time to time, such features of same as in their judgment will be expedient."

Extract from the report of the committee appointed to consider the report of the Executive Committee:

"They also recommend that the Bureau of Information and Supply be continued under the charge of the Secretary and the Executive Committee, with such effort as shall develop the entire capabilities of the plan as heretofore partially carried out. This report is submitted by all of the members of the committee."

The report was unanimously adopted.

THE MASTER PRINTERS' CLUBS, OR TRADE ORGANIZATIONS.

The hasty conclusion, naturally formed, is that these associations cannot become a component part of the Typothetae. With this idea I beg to take issue, since the foundation of every Master Printers' Association or Club is based simply on the correct cost of production. This once carefully fixed, it is then the question of what profit is fair to one's self and business, and to the customer on the other hand. It is simply the culmination of the plan of education that has been so conspicuously a part of the Association work. It is the application, direct, to the everyday requirements as they come to us for estimates, instead of to hypothetical questions.

We are all groping about for that light which shall lead us out of the wilderness of bad figures and "get ahead of the other fellow." Give us plans to work out the betterment of our trade conditions; if they are not entirely successful, patiently take up every improvement suggested to correct the weak places. A wise member has said, "Give us one organization with strength and ability to work out all these problems, rather than multiply them into a number, weak and inefficient."

I announce with pleasure, that in addition to the report of the Committee on Local Trade Combinations, we shall have some valuable information presented to us on this topic by gentlemen directly connected with this work. Possibly the information placed before you will lead to suggestions as to how the work may be introduced into the Typothetae.

ARBITRATION.

A committee report to the Second Annual Convention (page 49) was in part as follows:

"We have arrived at the unanimous conclusion that the theory of arbitration is beautiful, but in its general application would be very dangerous, and that the whole matter should be left to the judgment of the individual or society most interested."

Report received and printed in the proceedings.

The President of the United Typothetae, addressing the Fourth Annual Convention (page 9), speaking of some recognized arbitration, said:

"My own view is that it is unnecessary. In any controversy of large extent it would be likely to prove impracticable; while in merely local matters it will doubtless be found not more difficult in the future than it has been in the past, to compound differences without the intervention of third parties."

These views were endorsed by a committee of four reporting at the same convention (page 89)). The report was accepted.

Extract from the report of a Committee on Arbitration to the Eleventh Annual Convention (page 54):

"* * * The Union there demands that the employers should require all their workmen, who did not belong to the

union, to join it, under penalty of being discharged. Had this requirement been enforced, it practically ordained that all who should refuse to join the union must abandon their chosen profession in life, or be forced to leave their homes to seek employment in other cities.

"The wishes, and therefore the rights, of these workmen were not to be regarded or considered. Such a question, involving as it does the rights of manhood, yes, and almost the right of life itself, may be fought to an issue, and possibly the right defeated for a time; but how could such a question be a proper one to submit to arbitration without the acquiescence, and proper representation in the proceedings, of the workmen who were to be affected by the final decision?" * * *

It will not be deemed out of place, I trust, to quote a short paragraph from the report of Samuel B. Donnelly, late President of the International Typographical Union, to their meeting in Milwaukee in August. The differences between two labor organizations were being considered.

"I emphatically deny the right of the American Federation of Labor to compel arbitration against the wishes of the International Typographical Union."

Gentlemen, I ask your consideration of this question and the constantly recurring demands made upon the employers for concessions as to wages, time, privileges and extension of union authority into the minutest details of office management, and to what extent arbitration can enter into the settlement of the same.

Is it not a fact that the history of arbitration in the United Typothetae has been a distinct loss to the employers? I do not mean that every demand made has been gained, but has not our organization steadily lost ground through its operations? What will be the employers' condition ultimately? Your good judgment, put into some definite rule or action, will be invaluable to the trade, and should become the basis of future treatment of this question by local organizations.

APPRENTICES.

It is to be regretted that a subject which has received so much attention in the conventions of this body, should be so lacking in uniformity of practice and intelligent application as the employment and treatment of apprentices.

The Presidents of the Second and Third Annual Conventions, in their addresses, especially urged some action to more carefully select and effectually educate our apprentices.

A committee appointed at the fourth annual session reported fully upon the subject.

The Presidents' addresses to the Fifth, Seventh, Eighth and Ninth Conventions have contained recommendations for better methods for educating young help.

Anticipating the fact that new life may be infused into our organizations by the action of this Convention, can we not make a departure, by some legislation, that will place in our offices, under a generally uniform agreement, intelligent young men with some incentive to honorably complete their terms of service, independent and free from pledges to any organization?

The International Typographical Union's laws upon apprentices read:

"From and after _____, apprentices upon entering offices under the jurisdiction of the International Typographical Union shall be registered by local unions. A record shall be kept of such apprentices and a certificate issued to them, which said certificate shall be presented to the union where application is made for membership as journeyman, said certificate to be as follows:

CERTIFICATE OF APPRENTICESHIP.

"(International Typographical Union.)

"This is to certify that _____ has on this date entered the employ of _____ as an apprentice.

"Chairman of Office.

"(Date.) _____

"Secretary Typo. Union No. ----.

"Also that 'learners' upon typesetting machines must be members of the I. T. U."

I can not understand the reasoning whereby any set of employees feel authorized to assume charge and direction of help that comes to an office under contract with the proprietor, and I trust this Convention will fully set forth the rights of its members upon this subject.

A form of contract has been submitted to attorneys in several

States, and pronounced legally correct and binding upon the parties to the same. The form will be submitted to your consideration during the Convention.

I would suggest a rule that to every apprentice completing his contract, fairly and honorably, as above indicated, be paid a bonus of \$100. No part of this to be paid for partial fulfillment of the contract, and in the event that he affiliates with any organization during his apprenticeship, this promise of a bonus to become null and void.

The old-time indenture of apprentices is an obnoxious instrument to both parties of to-day, and a simple business contract making parents party to it, and relying upon the honor of the signers to complete its provisions, is preferable.

SHALL WE HAVE CONTRACTS THAT BIND?

I am impelled by the experience of employing printers, during the year since the New Haven Convention, to quote from my able predecessor's address sentiments that should be reiterated until the evil is cured:

"Also would it not be well if we should endeavor to impress upon the International Union the great gain, if they would procure a charter and have a legal standing before the law, thus being able to enforce any legal demands? We, as master printers, are property-holders, and we have a standing before the civil courts. We can be sued, and any contract we may make can be enforced against us in the courts. If the International Union, which is the moral force of the local unions, had a legal standing before the community, we could deal more equitably with them in every controversy which might arise. We should be much more willing to refer all disputes to mutual committees, or even to arbitrate, if we could know certainly that the agreement arrived at would have binding force on both parties."

In closing these suggestions to you, gentlemen of the United Typothetae, I ask that you turn your thoughts for a moment from subjects that so ruffle the serenity of our existence to that placid calm that has fallen upon the life of a truly loved former President of the United Typothetae, Ezra R. Andrews. His colleagues in Rochester have made the records of their Association bright with their love and estimation of his honorable and generous life; full of philanthropic impulses, so vigorous and masterful, and with that blessed acquisition of the self-poised man, thorough master of himself. He has builded his own monument; not one of marble nor enduring stone, but from the hearts of his friends and associates is uttered this tribute to his life:

"May it be an inspiration to us all, and may his example stimulate us to follow in his footsteps."

A lover of education, a helper of the widow and orphan, a conscientious Christian man, he was above personal pique and prejudice and has taken the love and admiration of our members, whose good fortune it was to have him as a friend, to his quiet resting-place so fitly portrayed by the matchless Ingalls:

"When the fitful fever is ended and the foolish wrangle of the market and forum is closed, grass heals the scar which our descent into the earth has made and the carpet of the infant becomes the blanket of the dead."

The reading of this address closed the exercises of the forenoon. In the afternoon, the annual reports of Secretary J. S. Cushing and Treasurer Thomas C. Donnelley were received, and a number of committees were appointed and routine and preliminary business transacted.

At 3 o'clock the members were taken on a carriage ride around the city, and in the evening they visited the "Home Products Exposition," at the great Convention Hall. The former revealed the extent and beauties of the City and the latter its vast industrial resources and enterprise, which have been set forth at length in previous issues of the NATIONAL PRINTER-JOURNALIST. The hall, rebuilt in ninety days last summer, was pronounced by all one of the wonders of this Nation of great accomplishments.

The second day of the Convention was devoted to hearing and discussions of the reports of the Executive and other committees. The Executive Committee reported in strong terms against the use of the "Union Label," and told of decisions of courts holding that the requiring of its use on public printing was class legislation and unconstitutional. The facts of aid extended to the Kansas City and San Francisco Typothetae were narrated. This help was liberal to aid in resisting unjust demands and strikes. A recommendation was also made, that the office of the Secretary be broadened in its

work, and that \$500 be appropriated toward the employment of clerical assistance, or stenographer for that purpose. The committee on Establishing a Permanent Defense or Emergency Fund, reported in favor of the same. This report was adopted, and a plan agreed upon. The fund was fixed at \$100,000, to be raised by an assessment of ten cents a month for each employee in the mechanical departments of every member of the local Typothetae—this assessment will include all workers except the proprietors and the forces of the counting rooms. When \$100,000 has been reached, which is to be invested in trust funds by the Treasurer, assessments will cease until the fund is drawn upon, when other assessments will be made to keep it at that amount. This fund is to be under the direction of the Executive Committee. These and other important matters are reserved for discussion elsewhere in this issue. A great amount of legislation was hurried through at the third day's session. The Treasurer, by an amendment to the constitution, was made an ex-officio member of the Executive Committee, of which the President and Secretary have always been *ex-officio* members. A recommendation for a more thorough defining of the duties of officers was adopted, but on examination showed that such duties, in the view of the committee appointed thereon, were already sufficiently defined by the constitution, and that, at any rate, any change would require a constitutional amendment with thirty-day notices to all local Typothetaes before the date of the Convention of the United Typothetae.

A report as to uniform rates of printing was received and referred to the Executive Committee.

A paper on "Electricity in the Printing Office," was read by Mr. Van Dorn, of Chicago.

J. West Goodwin, fraternal delegate from the National Editorial Association, was introduced, and addressed the Convention, heartily commending the work done, and the discussions had at this meeting, and asking that the new President of the Typothetae appoint the fraternal delegates to the next National Editorial Association Convention.

A report of the Committee on Necrology, in the form of memorials, of the deceased members of the past year, was adopted, as was a motion of sympathy and condolence for the sufferers among members of the Typothetae of Galveston by the great calamity to that city, and expressing regrets for the absence from this Convention of any representative from that body.

The following were elected officers for the ensuing year: President, George E. Matthews, of Buffalo, N. Y.; First Vice-President, E. Parke Coby, New York city; Second Vice-President, Charles P. Byrd, of Atlanta, Ga.; Fourth Vice-President, J. D. Havens, Kansas City; Fifth Vice-President, John Stovel, Toronto, Canada; Sixth Vice-President, N. A. Judd, San Francisco, Cal.; Secretary, John E. Burke, Norfolk, Va.; Treasurer, Thomas E. Donnelley, Chicago; Executive Committee: H. D. Brown, St. Paul; Amos Pettibone, Chicago; T. B. DeVinne, New York; George H. Ellis, Boston; Everett Waddy, Richmond, Va.; W. H. Woodward, St. Louis; Harry P. Pears, Pittsburg.

Buffalo was chosen by unanimous vote as the place for the convention in 1901.

A vote of thanks was extended to J. J. Little, of New York, Chairman of the Executive Committee, for services rendered to the organization, and a resolution was adopted expressing to the people of Kansas City the thanks of the delegates for the entertainment received by them.

The newly elected President, Mr. Matthews, of Buffalo, was then introduced and delivered his inaugural address. He spoke briefly, thanking the delegates for having honored him, and promising them to perform the duties of his office in the way which he thought would be most calculated to promote the interests of the organization.

A vote of thanks was extended to the retiring Secretary, J. Stearns Cushing, of Norwood, Mass., and he was called on for a speech. He responded with a few words, after which the retiring Chairman, Frank Hudson, of Kansas City, was called for. Mr. Hudson spoke of the gratitude he felt

over the work accomplished, and thanked the members for their kindness and courtesy extended to him during his administration.

Mr. Dunn, on the part of the Chicago Typothetae and in the name of the delegates, extended special thanks for the many courtesies shown, especially to the ladies accompanying delegates. They were royally entertained by the Kansas City ladies. Among other entertainment, besides the drive around the city, visit to the Home Products Exposition, and a drive to the stockyards with the gentlemen, were theater parties, luncheons, etc., etc.

The *piece de resistance* for all was the banquet on the evening of September 27, at the Baltimore Hotel. The editor of this paper, to his great regret, was compelled by business duties to return to Chicago, and to miss this great social event, and for that reason has to rely on the local press for the account of the same. The Kansas City *Journal* told the story of the banquet as follows:

Plates were laid for 250 people. The dining room was very artistically decorated with American Beauty roses and wild smilax.

After calling the assembly to order Toastmaster Cusil Lechtman made a short talk. He had always felt, he said, that it was well for the Western man to go East, and for the Eastern man to come West. The Western man having already been East, the Western printers and publishers had especially enjoyed entertaining the Easterners in the leading city of the West.

In closing, Mr. Lechtman introduced J. Clyde Oswald, of New York, who responded to the toast, "The Typothetae and Its Future." Referring to the diversity of opinion, even among its own members, in regard to the Typothetae, Mr. Oswald said:

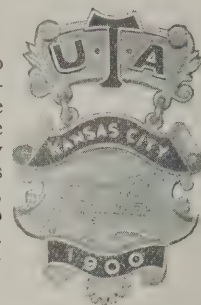
"The fact that we admire each other or ourselves, or that when we get together, we devote a certain proportion of our energies to having a good time, is not pertinent; we do accomplish some things. But the good this organization has done has been nearly all indirect. We need to do more direct work. I have neither experience nor ability as a prophet, nor have I the gift of second sight. But I do not fear to predict that the printing business will continue to grow in greatness and importance and that the Typothetae will keep pace with it, and eventually carry to fruition every worthy purpose in the minds of the employing printers of America."

W. J. Berkowitz, of Kansas City, responded to "The Ladies." "Who," Mr. Berkowitz asked, "can resist the fascination of the American girl? Meet her when you will and where, in the home, in the church, on the thoroughfares, in the schoolroom, at the ball or banquet, she is always the same matchless charmer. She needs no one to speak for her, for she can speak for herself."

He concluded with high tributes to sweethearts, wives and mothers.

J. Stearns Cushing, of Norwood, Mass., whose toast was "Shop Talk," began a humorous introduction, but soon got down to a serious discussion of the relations which he thinks should exist between employers and employees. He attacked labor organizations, declaring that they had so crippled manufacturers as to limit production and narrow opportunities of the more thoughtful, hard-working and skilful workmen. He called unionism "a powerful and arrogant trust, which seeks to gain control of the entire manufacturing business." "Radical unionism," he continued, "has established a slavery for the laboring man which tends to reduce him to a lower level than that of the old negro slave. But a great part of this unionism is a bogey, and we must shake off our fears and attack it. The honest employee and the honest employer must get nearer together upon a basis where each will recognize that his interests are identical with those of the other. Then will come the second emancipation from slavery."

William Allen White, of Emporia, Kas., who responded



to "The Tramp Printer," was greeted with loud applause when he arose. After humorously sketching the appearance in the country office of the "typographical tourist," Mr. White said:

"If it was winter the editor might saunter out to the store and back up to it with palms outstretched. Then he was permitted by the tourist to ask:

"Where you from?"

"After receiving a reply the editor was expected to ask:

"Well, how's work there?"

"To this the answer required by an unwritten, yet inviolable, law of the craft was:

"Rotten."

"Thereafter the editor might resume his work, or inquire about old friends, or take up the regular order, or proceed to unfinished business. For the tramp printer had been duly and formally installed and the opening services were closed. To the layman all this pomp and circumstance in welcoming the tourist may seem empty and idle.

"Yet the arrival of the tramp printer at the country office twenty years ago meant to the craftsmen there what the return of Lentulus with victorious legion meant to Capua; what the delegation from the grand lodge ready to give out the new password and exemplify the work, means to the brethren; what the visit of an ordaining bishop to convey the apostolic succession means to churchmen, and what the coming of a new star means to an astrologer.

"For the tramp printer brought the light into dark places. If there was a new ink reducer in vogue the tramp knew it, and could make it. He showed the foreman how to set the disc of the jobber, and print in colors. The tramp could make paste that would never sour, and tableting glue that would stick and neither crack nor melt in all eternity. He could whittle out a line of wood letter, or make slugs. He could tie a string to an end of the folder table and cut two folios from a quarto as fast as the 'devil' could fold. He was guide, philosopher and friend to the editor. And to the back room he revived the world, the flesh and the devil.

"Archimedes said if he had a proper lever he would move the world. The lazy tramp printer who first rolled a cylinder over a form of type had found the Archimedes lever.

"That lever has lifted man so high that the Golden Rule has ceased to be merely a theological precept, but has become the heart of civilization, the soul of its legal code, the ideal of its commercial ethics.

"Daily, thousands of citizens pass the press rooms of the world and hear the soothing diapason of the whirring wheels, muffled by stone and cement and wood and metal. How the lead throbs with joy! How the iron thrills with ecstasy! How the steel cries out its message to men! The tramp printer, whose humble habitation has become a mechanical sanctuary in a score of years, is a lowly instrument with which to do miracles. But so was poor blind Bartimeus. Miracles are not done with princes."

In responding to the toast, "College of Commerce," Amos Pettibone, of Chicago, paid a high tribute to Kansas City, referring to this city as such a college.

Herbert S. Hadley, of Kansas City, closed the evening's programme with a response to the toast, "The Empire of the Southwest." In opening, Mr. Hadley said:

"It is almost unnecessary to say to those who have been on the soil of imperial Missouri in this queen city of the Southwest that the empire over which she holds her domain is not lacking in spirit. So when you see around you the

physical manifestation of that spirit of empire which has reclaimed deserts, developed farms, constructed railroads, built cities and made Indians good, be not afraid of the grim specter of imperialism in the awful presence of an American soldier."

Music was furnished throughout the evening by the Zimmerchied orchestra.

CONVENTION OF ELECTROTYPERS.

The National Electrotypers' Association met at the Baltimore Hotel, Kansas City, September 25-27. The first day's session was called to order by President S. R. Peters, of Chicago, who delivered a short address. Secretary Frank H. Clark, of Chicago, then read his annual report. The annual report of Treasurer Frank Behrens was read in his absence by President Peters. An Auditing Committee, of which Lon Sanders, of the Sanders Engraving Company, of St. Louis, is chairman, was appointed, and the Convention adjourned. The members went on a drive with the printers and publishers in the afternoon and attended the Home Products Show with them in the evening. At subsequent sessions officers were elected and other business, principally of personal interest to the members, was transacted. The following are the officers for the ensuing year:

President, Edwin Flower, of New York; Secretary, Frank H. Clark, of Chicago; Treasurer, George Scott, of Boston. Every President of a local association is *ex-officio* a Vice-President of the national organization. Among these are George H. Benedict, of Chicago; Henry Mettill, of Cleveland; George Peters, of Boston; John Burnell, of St. Louis, all of whom attended the meeting. The Executive Committee is composed of all the officers.

A uniform measure for determining the value of electrotypes was adopted by the Association.

A novel scheme which was discussed and referred to the Executive Committee for further consideration was a plan for equalizing the railroad expenses of the delegates to future conventions. It is proposed to have the Association refund to delegates whatever expenses they have in excess of the average expenses of each, and to levy an equivalent assessment against those whose expenses are below the average. The plan will probably be adopted. Votes of thanks, to the local committees for entertainment and to retiring officers for faithful services, were adopted unanimously.

The electrotypers will meet at Buffalo next year at the same time as the Typothetae.

NEWSPAPER OFFICE IN HONOLULU.

The NATIONAL PRINTER-JOURNALIST hopes, at an early day, to give an illustrated description of a model American newspaper office in Honolulu, Hawaiian Islands, U. S. A. Editor Edwin S. Gill, of the Honolulu *Republican*, writes, under recent date:

"For a nucleus of an office we bought out the old job office formerly conducted by the late Robert Grieve, it being the most complete plant of the kind in the Islands. For the newspaper we have ordered two universal moldboard Mergenthaler Linotypes, a Campbell Multipress, and a lot of new headletter and advertising fonts. We are also negotiating for new and commodious quarters, the present office being very inadequate. When the new equipment arrives and is set up, I will take great pleasure in sending you photographs and a good description of the office for use as you suggest. I can say without boasting or egotism that when the new equipment ordered arrives we will have the most complete printing and newspaper office in the Pacific, including fine halftone plant and an office that will be as complete in proportion to its size as any in San Francisco or Chicago. The paper is just two months and three days old, and is already on a paying basis—a most remarkable showing. With the receipt of new material there will be a decided improvement in its typographical appearance."



EXTENSION OF EDUCATIONAL WORK.

CUMBERLAND GAP, TENN.



THROUGH the courtesy of Rev. A. A. Meyers, we are enabled to present to our readers half tone views of two more buildings secured by parties who are interested in the establishing of an educational center at this delightful and healthful spot known as Cumberland Gap in the Cumberland Mountains. In sending the photographs from which these illustrations are made, Rev. Meyers writes:

To the Editor of the National Printer-Journalist, Chicago, Ill.:

Will you be kind enough to give me space in your most noble journal, once more to call attention to the people known as the Highlanders of America, living in the vast territory called by many the second New England of the United States. This region, south of the Ohio River in the Southern Mountains, comprises parts of seven Southern States. Here I have passed some twenty-six years and rejoice that this country is now receiving many new and helpful influences and impulses; the new railroad lines seeking wealth in the vast mineral and timber resources, especially the bituminous coal, and red hematite iron ore, the greater immigration, fascinated and drawn hither by the charming climate, and fine springs, and, especially, the great and rapidly increasing new academic education now offered by the planting of so many secondary institutions by the generosity of the philanthropic throughout the country. All these influences are creating financial strength and precipitating a social evolution among the people.

The new school enterprises now being founded here create more interest and enthusiasm than did formerly the opening of railroad lines and founding towns, and commercial enterprises. The Abraham Lincoln Memorial University at Cumberland Gap is creating in these Highlands far more interest than many of the new commercial, mining, manufacturing and transportation enterprises. The new school founded recently at Port Deposit, Md., by Jacob Tome, with a capital of \$4,000,000 is creating more enthusiasm and justly so than of the many

capacity with eager pupils. The eager and expectant crowds that ever meet me, to hear what may be said to them in the interest of their children, is exceedingly gratifying.

No better service could be rendered by the State, or the American Christian Church, than the sending of faithful and competent speakers to this mountain flock, who could in the form of lectures and sermons present the principles and truths underlying our great Western Christian civilization plainly and forcibly to the people. The people here are extremely orthodox, and this makes it a matter of pleasure and mutual profit to work with and for them. This is not a land of skeptics or mystics. They believe in the Bible, the Church, the Constitution, "Old Glory," and God. Their sin seems to have been that their ancestors, mostly from Ulster, Ireland, to the number of 240,000, who came into this country from 1720 to 1745, with many Huguenots, Hollanders and English, landed south of Mason and Dixon's line. And through their early training at home were compelled to protest against the system of American slavery. This protest acted against their rising into favor and fellowship with the dominant South. This left but one way open; the road into the mountains, where now live 2,500,000 of their descendants, shouldered off and out of fellowship, for their early protest and heroic defense of the cause of human liberty. Their day has dawned. But it is as yet a slow dawn. Their night has been cruel, weird and long. It seems a travesty on nature that the descendants of the Dissenters and Covenantors of the four nations of Europe, who bore the cross for liberty in the Old Country, should have found the same task and need of protesting and dissenting from the system of slavery in this land of liberty. From the force of circumstances they suffered one hundred years from the most wasting resentments to their just and praiseworthy protest. Now they are able to say, "we see a rift in this dark cloud, and we are rising! We have found a strong brotherhood without and feel our ancestral greatness spurring us on and lifting us up." To these peoples we extend a helping hand through twenty or more academies or secondary schools located in portions of seven Southern States. With the Abraham Lincoln Memorial University, and the International Child Study and Children's Institute in the center, aided by collegiate institutes and primary schools right in the heart of the Cumberland Mountains, with this Scotch-Irish, Huguenot-Holland and English stock all around, and very few colored people and fewer foreigners. The work here is meeting the long-felt need for a higher education, as the academy graduates almost invariably have failed to find funds to go out of the mountains and complete an education. The best teachers and best facilities possible should be at once furnished here to meet this great uprising of a loyal people who have been shamefully neglected and passed by. The International Child Study and Children's Institute is a chartered institute, and is a most valuable factor in the work so much needed and now going on in the Southern Mountains. It especially aims to help worthy, belated or stranded girls from seven to fourteen years of age. Inclosed please find two pictures of the Girls' Institute. (These are reproduced in the illustrations.)

The first is the Grace Nettleton Home, in memory of a most loyal and devoted and only daughter of A. E. Nettleton and wife of Scranton, Pa., who furnished this entire property and grounds for a permanent home. It will accommodate about seventy-five girls. It stands between the Harrow School and the Abraham Lincoln Memorial University, and is beautifully located.

The second building is also beautifully located, standing in front of the University and commanding a grand view of valley and mountain. It is used as the headquarters of this school system, and furnishes a place for all who wish to study the needs of children or are in charge of children schools, or are writing on the better care of children. The pressing need of this feature of care for needy girls in these mountains becomes painfully apparent to all who with Christian consideration travel in this country and witness the large families of beautiful children in congested homes with scarcely any opportunity for scholastic training. With very few educated clergy, and from



Grace Nettleton Home, Cumberland Gap, Tenn.

new proposed railroad lines through this rich mineral country. This with many other institutions now in prospect will supply, in the border lands between the North and the South the multitudes of young people of that section with all needed facilities for scholastic training.

What to me is very gratifying and encouraging is that the people rise so surprisingly easy and vigorous, and, adjust themselves so perfectly to the "New South" the new conditions in these mountains. Wherever first-class secondary schools have been opened, they are filled to their utmost

two to five months' so-called free school usually taught in improvised and very poorly furnished log houses. Many poor girls from seven to fourteen years are found looking in vain for a proper, for a permanent home, Christian fostering and care. Frequently they run about from one relative to another, tramping about with no abiding place of their own, hoping for a better day. Their desolate, neglected appearance is a mighty appeal to any Christian heart. Of good descent or with proper



Headquarters of School System, Lincoln Memorial University.

blood, these children soon develop into fine citizens. A slight touch of Christian sympathy shown them in these institutions bears wonderful flowering and fruitage.

The lack of a nine or ten months' public school through this mountain country as enjoyed by the more fortunate portions of the commonwealth of this country leaves the young people and children idle and without calling which has precipitated social disorder and child marriages. These are the great sources of poverty and vice. The system leaves multitudes of stranded girls, who will marry in mere childhood as a last hope, and become an open sore of hopeless social disorder in the Republic. Here is presented the greatest possible opportunity to do good. As the Nation's care of girlhood must make the American home, and the American home must always measure the strength of the American Republic.

ATLANTA TO HAVE A NEW DAILY.

Atlanta, Ga., one of the growing, progressive cities of the Southland, is to have a new daily, to be known as *The Atlanta Daily News*. The executive staff includes W. B. Roberts, business manager; Walter Howard, editor; Josiah Carter, managing editor; Walter J. Cooper, news editor; Morton Smith, city editor, and Milton Saul and Lewis P. Heyman. All the gentlemen, with the exception of Walter Howard, are at the present time connected with the *Atlanta Journal*. Other members of the *Journal* force who will cast their lot with the new paper are Clifford Near, manager of the advertising department; George T. Johnson, manager of the city circulation, and B. F. Bennett, Jr., accountant. They will occupy identical positions with the *Atlanta Daily News*. T. J. Simmons, Jr., formerly city editor of the *Macon News*, and R. W. Lillard, both of the *Journal* staff, have accepted positions on the new paper. The capital is \$50,000, all paid in, and was offered twice over. Editor Howard is quoted as saying:

"We believe that Atlanta, under the showing made by the new census, is large enough to support another afternoon paper, and we intend to offer one that will be bright and cheerful in tone and absolutely free and independent in its policy. Further than that, we realize the paper must stand on its own merits and speak for itself."

THOUGHTS ON ORGANIZATION.

From Remarks by P. C. KENYON, of Des Moines, Iowa.



WHILE on our way from New York to Chicago we made a visit to Buffalo, and while at the latter place learned from the efficient manager, Mr. F. W. Heath, something of the workings of the new Franklin Club in that city. But this is by the way. Mr. Heath spoke of a visit to and remarks before that organization by Mr. Kenyon, a member of the printing fraternity of Des Moines, Iowa. By good fortune we were able to obtain the substance of these remarks, as well as to form the acquaintance of Mr. Kenyon, whom we had previously met at the convention of the Upper Des Moines Editorial Association at Des Moines.

Mr. Kenyon is an enthusiast as to the newly adopted plans of employing printers working together and striving to aid each other, rather than pursuing longer the old cut-throat methods of taking work at any price in order to keep it from competitors. He had been taking his vacation at his old home in New York State, and on his return stopped for a couple of days' visit with Buffalo printers to learn something of their organization and methods, and during the stay attended a meeting of the Franklin Club, of Buffalo. Having been called on to make some remarks by way of taking part in the proceedings of the evening, Mr. Kenyon said:

"Mr. President and Gentlemen of the Franklin Club of Buffalo:

"Right in the face of long-established precedence set by business men and manufacturers in other lines, it seems to me that employing printers have been very slow in perfecting organization of the character of the Franklin Club.

"I esteem it a pleasure and great privilege to meet with you this evening. I count it as one of the benefits surrounding this organization that it has become possible for me to spend a pleasant hour with you, and, while I may not offer anything new or instructive, I hope to carry away an idea or two that will be of use to me and helpful to our Association.

"There needs be no secret surrounding your club and the objects to be attained through your organization. While you may not cry it out from the housetops, yet I am of the opinion that reputable businessmen in other lines will have more respect for you and more confidence in your methods and commend you for the action you have taken.

"Present a respectful and dignified demand for an equitable price for your product—a price that will insure a profit. I have no doubt but that many of your customers have already learned that there is little or nothing to be gained in chasing about for a lower price.

"Many shrewd businessmen having large lines of printing to give out soon learn upon what items we calculate to make some money, and how do they learn this? Through the medium of the detailed, itemized estimate. This is all wrong; keep out of it. Too many estimates are cut in checking over items; stock is cut at 1/8 of a cent, composition shaded to even figures, allowance for waste is cut down, presswork cut 25 cents a thousand, and so on until you have whittled yourselves out of a profit before you have even submitted the estimate. The shrewd businessman takes a whack at it, and you consent to another small reduction, as you are not very busy anyway, and this will keep the boys going. Thus a profit is deferred. Now, just turn right about on this style of estimating, and while competition must be taken into account, don't be unduly influenced by trying to anticipate competitors' figures. A careful going-over of the copy will usually bring out the fact that you have overlooked some intricate composition,—that estimate should be raised all along the line, instead of shading.

"I believe we can educate our customers up to the point of placing copy in our hands without demanding more than an approximate price. Printers are just as honest as bankers, lawyers, merchants, or insurance men, but have not near the same opportunities to raise the rate of interest, fix the retainer, or adjust the insurance.

"The benefits derived through organization are many. First, in getting together and in 'touching elbows' you have

learned that your competitor over the way is not such a bad fellow after all; that Smith (I trust Smith, if he is here, will not take this as personal) is not a robber, but in fact has some good, well-grounded ideas as to cost of production, but heretofore has flown right in face of them, and quoted a ruinous price on a 'chase-about-job' for fear Jones would go lower and secure the order. You have also learned, no doubt, that you have been 'worked' by unprincipled customers; that Brown did not quote 70 cents a page on that brief for Lawyer Smooth, but that Smooth was out for a rake-off of about 15 cents per page.

"The expressions advanced by members at your monthly meetings must have brought out the fact that your interests are in common; that you desire to put yourselves in shape to make some money; that the way to do it is to keep up your organization. Surround it with a good measure of confidence in each other. Stick to quotations made by your manager. Do not resort to smooth, underhanded cutting. Some of you may make a bad break, thoughtlessly. Bear with each other, and before filing complaint get at all the facts. Maybe the customer has lied.

"The interchange of ideas must be beneficial, especially so to the younger men in the business; and right here let me say that proprietors of the larger houses can not afford to be on the outside. Come in and give to the young men in the business the benefits of your experience—bought and dearly-paid-for experience. Sooner or later it may become expedient that you desire to install in your house one of these very young members you are in a measure educating in these meetings.

"To the younger men, members of this Association, I would say, listen to these experienced men. They may have passed the day when they can set four stickfuls of brevier in an hour, but they are alive to the time consumed, the cost of production, the wear and tear, the spoilage, and the many items to be charged to expense. Again I say, listen to them, profit by their experience, and have a competency at fifty years of age rather than a magnificent collection of antique, played-out printing machinery.

"Upon your manager devolves the perpetuity of this Association. He should have your confidence and individual support, backed by a Board composed of well-informed men. If a member gets the idea that he is not personally benefited, labor with him; let your manager, from his records, show him that the fact that he received Association prices was a benefit as against old cut-throat rates.

"The smaller offices come to think that the larger concerns are most benefited. They should bear in mind that the larger offices have been years established; that they enjoy a clientele by reason of these years of association with their customers. It is a part of their stock in trade, the results of square dealing. Let the younger house labor to secure customers not for one order, but a year's, yes, ten years', business. This you can do if you go about it in an honorable way, but you can not succeed by attempting to tear competitors down. Honorable dealing should be the cornerstone upon which you build."

FROM PAST-PRESIDENT A. B. WHITE.

Sends Congratulations to the National Printer-Journalist.

PARKERSBURG, W. VA., September 10, 1900.

Publishers National Printer-Journalist, 334 Dearborn Street, Chicago, Ill.

Gentlemen: Enclosed please find \$2 on account of my subscription to your valuable publication. Although I am out of the business I do not want you to ever stop sending your paper to my address. If you do there will be trouble! I must have it!

Congratulating you on your recent issues and the increasing influence of your publication, I am,

Very truly yours,

A. B. WHITE.

NEW MEXICO EDITORS MEET.

The New Mexico Press Association met at Albuquerque September 19. Thos. H. Hughes, chairman of the Albuquerque Press Club, called the meeting to order. In a few felicitous words Mr. Hughes congratulated the editors upon their presence in such numbers and introduced the Mayor, O. N. Marron, who gave a short address of welcome, which made up in heartiness what it lacked in length.

William Berger, of Santa Fe, responding to the address in behalf of the visiting editors, followed the example of the Mayor as to the brevity of his speech, remarking that newspapermen never said too much. He thanked the Mayor for his kind words and the brethren of the Albuquerque press for their courtesy. He then touched briefly upon the importance of such an organization as the one to be effected.

The following Committee was appointed to report a permanent organization for the Association and the meeting took a short recess while waiting for the report: George F. Albright, W. Y. Walton, William M. Berger, W. T. Henderson, A. J. Papen.

The Committee reported the following officers: President, William Berger; Vice-President, H. H. Howard; secretary, J. H. McCutcheon; Treasurer, G. W. Stubbs; Executive Committee, G. F. Albright, Antonio Lucero, J. D. Hughes, Thomas Hughes, C. W. Allen.

It was recommended that the Executive Committee present a constitution and by-laws at the meeting of the Association to be held January 18, 1901, in Santa Fe.

Following the meeting the editors took a trolley ride about the city. The court coach, bearing the name "Jumbo," was drawn by six jet-black horses. In the evening a ten-course banquet was enjoyed and oratory indulged in after the true American style. J. G. Albright, well known among delegates to the National Editorial Association, acted as toastmaster. He first called upon William M. Berger, editor of the Santa Fe *Capital*, to respond to the toast, "The Object and Scope of the New Mexico Press Association." The gentleman very ably set forth the possibilities of the newly organized Association and justly defined the qualifications of the successful editor.

Mr. W. B. Walton, of the Silver City *Independent*, in speaking of the weekly newspaper, devoted particular attention to the business side of the question, but pithily covered the ground of the multifarious duties of the country editor. Mr. Walton said in conclusion, the country newspaper should first, last and always stand by the community in which it is published. A pretty epigram ventured by the speaker was: "The fortress of the country newspaper is the strongest citadel of freedom."

R. W. D. Bryan spoke to the toast, "The Conduct of a Daily Newspaper." Mr. Bryan occupied a seat of honor at the right of the toastmaster, and had been taken into that gentleman's confidence regarding several pleasant surprises, to be perpetrated upon guests, and remained in blissful ignorance regarding the Toastmaster's designs upon himself. Nevertheless the ready-witted attorney arose and without difficulty made a capital hit in confessing what he didn't know about a newspaper.

Major Earnest Meyers, called upon for a toast, "Ladies and the Press," acquitted himself nobly. Mariano Armijo spoke of what had been accomplished along journalistic lines in Old Albuquerque.

J. M. Griffin spoke eloquently of Afro-American journalism.

Thomas A. Hughes spoke wittily on "The Albuquerque Press."

Mr. Antonio Apache, special correspondent for several New York papers, gave an extremely interesting talk, based on his journalistic experiences.

B. Ruppe made an inimitable speech, which was supposed to be on the duties of the press to the people, but which wasn't.



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EDITORIAL

notes and points



HE way to succeed, when in doubt, is not to hesitate or let up in any line of effort, but "to pound away and await developments"; or live up to the motto taken by a dear girl graduate of thirty-five years ago, "Strike while the iron is hot, and if it is not hot, make it hot by striking." This has been the plan acted on by Hon. Lafe Young, of the *Daily Iowa State Capital*. His success should be an encourage-

ment to all publishers of newspapers. Mr. Young took charge of his present splendid paper eleven years ago. The mechanical plant was then practically worth nothing and "the force in the mechanical department consisted of three young lady compositors working for 20 cents per thousand ems and a foreman at \$8 per week. The circulation of the paper was less than 800 copies per day. The Associated Press report was received and had generally been thrown in the waste basket excepting the markets. The principal business consisted of answering the telephone and explaining why the paper was late."

A recent issue of the *Capital* adds: "Through the struggling years of hard times the battle went on with varying success until the new building was erected, in the late months of 1898. At that date the actual prosperity of the paper begun and is continuing with unabated rapidity."

"Notwithstanding the *Capital* is at present the best equipped newspaper in Iowa so far as general facilities are concerned, yet it is our pleasure to announce that a few days ago a contract was signed for the building of a new Scott web perfecting press that will print a newspaper of four, eight, ten, twelve, sixteen or twenty-four pages at one run at a speed of 26,000 copies per hour. The press is now being built in the Scott factory at Plainfield, N. J. The machine will be the largest, best and most modern between Chicago and San Francisco. It will not only print a newspaper as described, but will print a paper in two colors, and in this respect as well as others it will be the only one between Chicago and Denver. The Omaha papers have good presses, but nothing so modern as our new machine will be. The machine will be so large that the present *Capital* office building will have to be enlarged to make room for it, as the press will not be put in the basement. The machine could not be erected in the basement because of its height."

In this, one particular point is worthy of note; it is, that the actual prosperity of the paper began with the completion of a fine new building for its accommodation. We have had occasion previously to comment on the value to a newspaper of a new building, erected for its use and bearing its name. The erection of such a building is an evidence of enterprise, progress and permanence, and secures both greater respect and confidence. While every publisher should be careful not to become financially involved in providing a home for his paper, there are many ways by which the desired end can be safely accomplished without great, or, at least, immediate cash outlay. A newspaper building is always well advertised and it advertises the paper. The new and costly press, with the greatly increased facilities, will be another valuable advertisement that will tend to give more of an impetus to the paper than could any other one thing. The editor, in enumerating other advantages, says:

"The new press will enable us to accommodate advertisers without depriving the subscribers of any reading matter.

Advertisements we must have, yet the reader is entitled to have the usual amount of reading matter every day.

"The new machine will enable us to print advertisements in two colors when merchants desire to have their announcements to appear in that way and are willing to pay the extra price."

All people like enterprise and believe in the man or paper that is able best to serve their interests or ends.



The St. Louis *Republic* tells how Arthur Lynch, associate editor of the Charleston (Ill.) *Courier*, got a scoop on his own marriage from the local competitors for his own paper, the *Courier*. This would not, at first, seem a difficult task, but when it is known that with a determination to be first those same local contemporaries had several times published his marriage before it had occurred, there naturally arises the thought that, with a careful watching of appearances, some of these guesses were likely sooner or later to be so near the event as to pass for news. But Mr. Lynch was on his guard and hid the wedding through attending the great St. Louis Exposition, with marriage as an important side issue. Interviewed by the St. Louis paper the editor-groom said:

"No, this is not an elopement. We just ran over to the city to be married and surprise a few of our friends. We have been married quite often recently, but each time the announcement was published it proved to be a fake. Now we are really married and the *Courier* has not been 'scooped' either."

Mr. and Mrs. Lynch attended the opening of the Exposition and then went home to smile wisely at the friends who tried to get an "exclusive" story that failed.

The only newspaper point in this is that a scoop is often secured by keeping your own counsel.



The *Typographical Journal*, of Indianapolis, criticises Swift & Co. for refusing to employ cigarette smokers, and says:

"We do not expect the Miss Nancys to consider that such orders are outrageous invasions of the rights of citizens, as the people affected are mere mechanics and laborers. Smoking may or may not be injurious, but we feel that each individual should be allowed to determine that question for himself, and it is not the employer's business, especially when indulged in outside of working hours. If this sort of thing continues, how long will it be before great employers of the Swift type will be dictating the kind, quality and quantity of edibles those so unfortunate as to be working for them may consume."

It is a matter of general belief that has passed into laws for the protection of minors, that cigarette smoking is injurious. Whether it injures the health or not it makes the smokers listless, dreamy and absent-minded. There is something in such smoking that steps in between the purpose and the execution. One resolves to do and then smokes and the resolution goes up in smoke before the action is performed. Certainly Swift & Co. have a right to protect their own business from carelessness and inefficiency whether they have any regard for their employees or not. Certainly, too, the same right exists on the part of the employer not to employ those who smoke, that exists on the part of the one seeking employment to smoke or do any other foolish thing that stands in the way of real success in life. Efficiency or performance

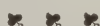
rests at the base of all success, and the man who wants his workmen to be at the best shows a much truer interest in their welfare than does the demagogue of Unionism or politics who panders to the weaknesses and follies of his dupes in order to keep them at enmity with those who are willing to pay for their labor. When did Unionism ever furnish permanent, steady, remunerative employment to its members? What help is it, toward one who wishes labor, to constantly stir up distrust and discontent in his mind, and encourage him in useless and hurtful practices and follies? Has Unionism no better or higher mission?



Mr. Martin E. Brown, of Battle Creek, Mich., proprietor of the *Daily Evening Moon*, installed a second Linotype machine during the last week of September. This is an indication of the growing prosperity of his paper and also of the conclusion on his part that it does not pay to wait for a cheaper machine than those that are now on the market, as he advised at the meeting of the National Editorial Association last February. The fact is that so many improvements are being made that constantly the tendency seems to be a demand for a better, not for a cheaper machine. The better machine is the one that has stood the test and been made doubly effective by continued improvements.



George M. Stanchfield, one of the old printers of St. Paul, well known in newspaper and printing circles and associations, died at his home on September 19, of consumption. He was the inventor and manufacturer of Inkoleum, very largely used by printers throughout the world. He was fifty-eight years of age and devoted to art printing, which was always done on old-style job presses. He was very frequently a delegate to the United Typothetae of America, and was of a genial, social and companionable disposition. He moved to St. Paul from St. Louis and established the Silver Moon Art Printing Office. His family, which survive him, consists of his wife, three sons and one daughter. His eldest son was long associated with his father in business, being now a printer in Milwaukee.



The San Francisco *Post* is jubilant over a Four-decker Goss Color Press, just installed. The press was manufactured in Chicago expressly for the *Post*, which says:

"It prints in colors and cuts and folds with equal facility a paper of two, four, six, eight, ten, twelve, fourteen, sixteen, eighteen, twenty, twenty-four, twenty-eight or thirty-two pages, and can turn out 50,000 papers an hour without exceeding average running speed. It is the only press in the world which has a folder attachment which is free from belts or tapes."



The pulpit quite frequently speaks of the degeneracy of the press, concerning which the newspapers keep silent. Occasionally, however, an editor, who is sometimes also a minister, talks back. The Chicago *Tribune* gives a case in point, as follows:

"The Rev. Dr. D. S. Gregory, editor of that robust religious magazine, the *Homiletic Review*, in a recent issue talks to his Presbyterian brethren in the ministry in an exceedingly plain manner. He says: 'In a ministerial body, say, of seven thousand, there are perhaps several thousands of us that no one will hear preach; several thousands more that few want to hear preach; many more that are heard by good people under stress of duty, and comparatively few that are heard gladly,' all of which may be set down as wholesale characterization of a not flattering sort, most vigorously expressed. That it will attract widespread attention in the pulpit is inevitable when the authority of the official vehicle of the statement is considered. It is a sad state of things, but Dr. Gregory does not look upon it as hopeless. After stating the nature of the disease he proposes a remedy. That comparatively few ministers are heard gladly by the people he believes is due to the fact that ministers are wrongly educated. He says the con-

structive or creative powers of the mind are left undeveloped and only the acquisitive and memorizing faculties are cultivated. Such knowledge is 'rubbish, mechanically gained and mechanically held, if held at all.' This is Dr. Gregory's view of the preacher's work: 'It is in a supreme sense constructive and creative. He is evermore a builder, using as his materials the forces of thought and life, the true, the beautiful and the good. The powers of scientific and artistic interpretation and construction furnish him with the materials in proper shape for use in his greater work of practical construction. . . . Along this line must be found his peculiar intellectual preparation for his calling.' Dr. Gregory would have the coming generation of ministers not alone contractors to furnish materials, but architects to construct them into harmonious and attractive shapes. Now and then one of these architects appears, of whom the late Phillips Brooks was a prominent instance, whose sermons were as finished and artistic as the beautiful structure in which he preached. And the people listened to him gladly. It is evident the sermon in the coming century must undergo a radical change if the pulpit is to hold its power over the people. 'New times, new manners.' The world is advancing. The sermon should keep up with it, but it lags. That so few people listen gladly is not because they have let go of the truth, for the truth is rock-rooted, but because they want that truth illuminated with the light of the new century and with all that is beautiful in the old centuries."

Herein are also hints for the modern newspaper maker. It is an age of construction, of building up. The age of tearing down has passed. For growth, stability and substantial regard something better must be presented, than mere gossip and sensationalism, fault finding and criticism. These will not bring permanent success to a newspaper any more than the battling of other creeds or expounding theological views will bring success in the pulpit. Earnestness, helpfulness and upbuilding with body, mind and heart consecrated to the work are essential to the worthy success of both the press and the pulpit.



The Denver *Times* celebrated its twenty-eighth birthday on September 17 by the installation of a new quadruple Goss press, which it pronounces "one of the most highly perfected printing machines in existence," and adds:

"The contrast between the paper's beginning and now could hardly be more distinctly emphasized than by this new departure. When the *Times* was established Denver was a youngster among American cities, but the founders of the journal had abiding faith in its future. It was a long and weary journey then to reach the new city from the homes in the older States, but the paper's founders foresaw something of the day when tourists and homeseekers would come by thousands, with speed and comfort in the coming. . . . It points to the installation of this wonderful press and to the newspaper it turns out every day in the year, 'with all the fullness and variety of contents and all the attractive appearance of the best metropolitan journals, as ample proof that it is one who 'does things.' . . . It desires, moreover, to express gratification and thanks for the quick-sighted recognition of its efforts at improvement among its co-workers for the good of the community, to the press of the whole country. The kind words of contemporaries prove that those efforts are appreciated, and appreciation is one of the highest incentives to continued perseverance toward better work."



The offices of the Galveston *Daily News* and *Daily Tribune* were destroyed by the terrible flood, but both were running in a very few days and manifested that courage which inspires while reflecting the like spirit among the people. The *Tribune* in its first issue after the disaster said:

"We are concerned now with the work of the present. Relief is pouring in from all quarters and there is no lack of supplies. The world has heard our cry and we shall not suffer. Our duty now is to perform each day's work as it develops. It is not time yet to talk of the future, except to say it is all ours, and when we are fed, clothed and healed,

we shall seize it all and make it glorious. We shall prove that the generous help of the world is not charity to the indigent, but a temporary stimulant to a courageous people."

This is the true newspaper spirit—no croaking, no mourning the past and foreboding the future, but meeting every day with fresh hope and courage as with fresh news.



We heartily commend the book mentioned below, and assure our readers that the expenditure of \$2 therein will not be alone the helping of a noble charity. The book will be worth the money. We met Mr. Ousley in Galveston in 1896, and found him in every way a gentleman:

GALVESTON, TEXAS, September 18, 1900.

DEAR SIR: At the time of the storm, September 8, we had in press a very handsome publication entitled "Picturesque Galveston." It is a book of something over a hundred pages, printed on eighty-pound coated paper, filled with views of this, one of the most beautiful cities in the world. It was to have been issued this week by the business men of Galveston as a souvenir advertisement of the city. We find that possibly one-half of the edition can be saved and are now binding those copies and will have them ready for delivery very shortly.

We have tendered the profits of this publication to the Galveston Relief Committee and under its auspices the book will be sold to the general public at \$2 a volume. The book is one of the handsomest things that have ever come from the printing-press and is a souvenir of Galveston of the day before the storm. As a record of what the city was and as a prophecy of what the city will be when restored this volume is well worth the money, as it is the only thing of record in that line. Besides, purchasers will have the satisfaction of knowing that they are contributing to the relief of thousands who were left homeless and destitute by the hurricane.

We beg to request that you will at once in your columns advertise this volume and receive orders for the book, forwarding the same to us with the money at the rate of \$2 a volume. We feel that we may appeal to you in a fraternal spirit and that you can safely guarantee to purchasers full value for their money.

We will be able to save, perhaps, 3,000 or 4,000 volumes. Of course, the first orders received will be the first orders filled. Orders received after the edition is exhausted will be returned with the cash.

May I not personally appeal to you in behalf of humanity to push this little enterprise in your columns? For yourself alone you will find the book a satisfactory investment. Possibly you can get your business organizations to take a few copies, and certainly many people of artistic taste in your city will be glad to have a volume. I can assure you upon honor that they will not be disappointed.

Address all orders and make checks payable to the Galveston Tribune. Begging your early attention, I am,

Yours very truly,

CLARENCE OUSLEY, Editor Galveston Tribune.

Approved in behalf of

THE GALVESTON RELIEF COMMITTEE:

W. A. McVITIE, Chairman.



Delos F. Wilcox, in his article on The Condition of Journalism in America, referred to in our September issue, brings in a strong indictment against newspaper-reading, in three counts, as follows:

"First—The waste of much time and mental energy in reading news and opinions, and premature, untrue, or imperfect accounts of important matters.

"Second—The awakening of prejudices and the enkindling of passions through the partisan bias or commercial greed of newspaper managers.

"Third—The loading of the mind with cheap literature and the development of an aversion for books and sustained thought."

It is doubtful, however, whether the case can be proven or a verdict of guilty be obtained on either of these counts. The newspaper is the daily recorder of the eternal verities as to the doings of men and women, their thoughts, needs, philosophy, sciences, inventions, laws and religion. It is a question whether any real news with regard to or that touch human beings in their lives, endeavors, attainments, or failures, is unimportant. Rightly viewed, everything is dignified by the touch of human interest, thought, feeling, and love. There is no

perfection on earth; and if one must wait for this, one must wait for eternity. Fiction does sometimes get into our newspaper as news, but this fiction is founded on possibilities and probabilities, and is itself in a measure instructive. Besides, newspapers, as a rule, strive to get at the real truth at the earliest possible moment, and to correct all errors and inadvertencies. The great majority of newspapers, and all that are worthy the name, do not strive to awaken prejudice or enkindle passion through either partisan bias or commercial greed. Every party, and the representatives of every party, are given an unbiased hearing. The platforms of all parties, the fullest statements of their political faith by all candidates, their speeches, letters, and addresses, are given in full. The editor reserves only the right to discuss these from the paper's view, printed in the editorial columns. Any different course, in this day, would be disastrous to the business of the paper, both in the advertising and subscription or newspaper sales departments. There may be unworthy exceptions to these statements, but papers which appeal largely to prejudice, passion, partisan lies and sensationalism, are glanced at more as objects of passing curiosity than they are read, at least in the objectionable parts, for no paper is so bad today but that it gives a good share of its space to reliable, important news and candid consideration of important subjects and events. There may be light or cheap literature in newspapers, and a little of this may be needed by way of diversion and rest; but the fact is, that the ablest and most experienced statesman, the greatest scientists and educators, the most renowned authors and travelers, economists, financiers, businessmen, and ministers, find a place for their thoughts, facts and theories, their writings, accomplishments, systems, travels and benevolences in the modern newspaper press. This is not saying that newspaper reading cannot be overdone, but such reading has oftener lead to seeking broader and deeper knowledge in books than it has created an aversion therefor. Never were so many books printed and read as at the present. The books, too, of the highest, noblest, purest thoughts have the widest sales, often running into the hundreds of thousands. Where a family, fifty years ago, would buy one book a year, such a family will buy a score or half a hundred now. Libraries of valuable books have increased a thousand-fold in the last quarter of a century. Still, the fact remains, the people may waste time and energy, and dissipate their powers in too much newspaper reading, just as they may indulge in music, in religious services, in prayers and songs, to the extent of a brain and mind destroying dissipation.



The Dixon Banner is a new publication at Dixon, Ky. The editor begins well by subscribing for the NATIONAL PRINTER-JOURNALIST, of which he kindly says:

DIXON, KY., September 27, 1900.

National Printer-Journalist, B. B. Herbert, Editor.

DEAR SIR: So far as my individual judgment goes I account the NATIONAL PRINTER-JOURNALIST one of the greatest and most valuable journalistic magazines in America. It challenges admiration even as it can safely challenge comparison. Herewith find the price for one year's subscription, commencing with the June (1900) number.

The Banner is only five months old. It is said to be the handsomest weekly paper, typographically, in Kentucky, and the best country paper ever printed in Webster County. As an evidence of its great popularity I can say, and truthfully, that I have 900 cash yearly subscribers and do no credit business in this department. The Banner is printed on cream paper from a Taylor cylinder. I'll have 1,200 bona-fide subscribers before January 1, 1901. Do you know of any other county-seat paper anywhere with such a remarkable record?

Yours, fraternally,

JESSE L. EDMUNDSON,
Editor Dixon Banner.

The paper began as a five column, eight-page paper, but enlarged to ten pages with the number of September 28. It is run on the plan of "no money, no paper." As one of its nearly contemporaries, the Hopkinsville New Era, states the fact: "It's a healthy looking youngster, and its talented editor may be trusted to properly develop it. It is crowded with breezy local news, interesting miscellany and vigorous editorials."



CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

Address all letters to J. L. BOESHANS, State Journal, Columbus, Ohio.

SHORT-TERM SUBSCRIPTIONS.

LAST month I spoke of the newspapers working the fairs. The Ohio State Fair and Industrial Exposition was held in Columbus the week of September 3, and the newspapers as usual were on the grounds in full force; the work here is done about the same as on similar occasions. There is on the grounds a space set off for the newspapers which is called "Newspaper Row," which is along the main driveway and just east of the main exposition hall, near the race track and grand stand. Permanent buildings were put up by the different papers, one of the buildings costing in the neighborhood of \$900. Agricultural as well as general newspapers are on the grounds fighting for business with a force of from six to fifteen men.

The daily papers having permanent buildings on the grounds are the *Ohio State Journal*, *Columbus Dispatch*, and *Press-Post*, while the *Ohio Farmer*, of Cleveland, and the *National Stockman and Farmer*, of Pittsburg, also have nice buildings. The fair this year has been more of a success from the subscription standpoint than any fair for the past five years. The principal line worked on is for "short term" subscriptions; all the papers make a special offer, giving the weekly papers "the remainder of the year" for 25 cents, one paper making an offer of 15 cents, the solicitors getting anywhere from 25 to 60 per cent. One paper took in about 900 of the short-term subscriptions.

It is a question in my mind whether this short-term business pays. It takes as much time and trouble to handle a short-time subscription as it does a yearly one, and, figuring the cost of commission and postage and the high price of white paper, you can see there is nothing in it, giving the paper four months for 25 cents, especially when you have a semi-weekly.

Experience shows that there is a certain class of people waiting for these offers each year; they do not read at any other time. Of course, after these names are on the list it is for the circulator to try to hold them when their subscription expires. It has been my practice for a number of years to watch these closely and I find that only a small percentage renew for the coming year at \$1, or whatever the price may be. The *National Stockman and Farmer* broke over the traces this year and would accept no short-term subscriptions—nothing but yearly subscriptions went with them; while the *Ohio Farmer* advertised the paper to January 1, 1901, for 15 cents.

You can, of course, draw your own conclusion as to which is the better plan, short or long term subscriptions. For my part, I think the short terms are a nuisance, but if others in your line offer the same thing year after year you must follow suit.

I think it would be best if all papers were to abolish the short-term business and hold to the yearly subscriptions only. What do you think?

J. L. BOESHANS.

[The Editor hopes that the question at the close of the above communication will receive many answers, with reasons for the opinions held. So long as the short rates are not lower than the regular subscription price of the paper, it would seem that the plan would be less objectionable than where a cut below yearly rates was made. In the case of the circulation of dailies in the smaller cities, it has generally been thought of great advantage to receive subscriptions for two or three months, as in that time it is generally believed a habit will be formed of reading a daily. In the case of the weekly paper, circulated at great distances from the office, where it would

be impossible to see the new subscribers personally, the percentage of those who would renew would doubtless be much smaller than in the case of the subscribers in the city where the paper is published. However, if measures are taken thoroughly to interest the new subscribers and they are followed up by circular letters and other means, through blanks, stamped return envelopes, etc., to make renewals as easy as possible, and the paper is really what is wanted, it would seem that a goodly number of renewals ought to be secured. The Editor, however, does not purpose to answer the question, as views from a number of publishers and circulators who have thoroughly tried the short-time method in building up a permanent subscription list, will prove vastly more valuable. Please send in your views and experiences at once.—Ed. N. P.-J.]

GOOD RESULTS FROM N. E. A. MEETING.

Annual Address of President JAMES S. STEWART, delivered at the Fifteenth Annual Convention of the Oregon Press Association at Ashland, September 19, 1900.



LAST year the Oregon Press Association, together with the Portland Press Club, succeeded in bringing the annual meeting of the National Editorial Association to Oregon, from which this state received a truly magnificent amount of advertising, that brought us great gains in capital and people, the two great elements that go to make up a prosperous commonwealth. And the end is not yet, for one of the resolutions passed by that great body reads as follows:

HEADQUARTERS NATIONAL EDITORIAL ASSOCIATION.

PORTLAND, ORE., July 5, 1899.

WHEREAS, We have learned that it is the intention of the citizens of this coast to hold an exposition in Portland in 1902, of the resources and industries of all the coast states; therefore,

Resolved, That in our opinion such an exposition would be a great educator and result in good to the whole country, in a broader knowledge and a closer intimacy of the people of the different sections.

MATT PARROTT,
C. B. MCCOY,
JAS. H. DUKE,
B. S. FAKE,
J. I. STEEL,

Committee,

It is with regret that I note the recent death of the chairman of the committee that formed this resolution; genial, big-hearted Matt Parrott, ex-Lieutenant Governor of Iowa, who was only a few short months since elected President of the National Editorial Association. Let us all honor his memory and keep it green in Oregon by doing everything in our power to bring about and conduct to a successful termination the Pacific Exposition, to which he and his colleagues referred in that resolution. In doing this, I feel sure, I have the hearty co-operation of every trade and profession in the State. The passing of the resolution insured us the support of every member of the National Editorial Association in the country and of his paper, whenever our Secretary calls attention to the fact that the affair has been definitely decided upon, and furnishes the date and other data. It will be free upon the part of the editors and they will enter upon the work giving extended publicity with pleasure, as indicated by the thousands of columns written concerning the Portland meeting. I believe that the time has now arrived when this matter should be taken up by the press of Oregon, because an affair of this magnitude needs more than a year's preparation. In this, as in other

matters, the press must pave the way and arouse our wealthy manufacturers, farmers and stockmen to a realization of the advantages that will accrue to them and to us all from such a grand exhibit of our resources as we can with proper effort make.

In this connection I would here remind you that soon Portland is to have another great newspaper meeting, that of the International League of Press Clubs, secured for Oregon by the indefatigable efforts and winning personality of Mrs. Edith Tozier Weathered, of the Portland Press Club, and also of the Oregon State Press Association, who made a special trip to New York for that purpose. This also will assuredly result in great and lasting good to this State.

Before passing to our fraternal and social relations, of which I wish to speak a few words, I would like to report what has been said, on more than one occasion, by my predecessors, that there is much room in this State for improvement along the line of legal advertising. There should be established legal rates and statutory safeguards against unscrupulous attorneys who "sweat" a portion of the just fees out of the hard worked publisher, for the protection of the public as well as the publisher. There should be enacted a law or laws, compelling the publication in at least one paper of the state, in each county, all notices of administrator's and other public sales, estray and other notices, and of many transactions that properly come under this head of legal notices. Few if any States of this Union require so little publication for acts and accountings by public officers as Oregon. This State has less than two score requirements of this kind, while New York, Missouri and other large states, provide a law for from 200 to 300 different notices that must be published in the newspapers. At the expiration of this meeting I would like to confer with the legislative committee with a view to reform along this line.

A few words regarding the social and fraternal features of our organization. When in Portland on my way to this meeting, I met a newspaper man who informed me that he would not meet with us this year for the reason that our meetings contained too little business and too much fun. Far be it from our purpose to throw an obstacle in the way of a single business proposition that may be brought up for discussion and action during this meeting. We are all interested in all the methods for success and are anxious to know every new idea that may be helpful to us along any line of our business. But we are social creatures and this meeting is to most of us like an oasis in the desert of the year's unrelenting and oftentimes unrequited toil. We meet friends at these conventions that there is no opportunity of seeing at any other time or place during the year. What wonder then, that we are prone to feel light-hearted and to overlook, to some extent, the work that is before us or that we infuse into that work a cheerfulness that to the uninterested appears to be incompatible with honest labor, and incompatible with any labor except a labor of love. I will not gainsay that there may have been meetings where we did too little business, but I will never admit we ever had a meeting with too much fun. After all, it is not a bad idea to encourage our members to come out through the means of a promise of rational and proper enjoyments. Even the church has to have the rich music to coax the people to hear the good sermon.

Enjoyments and Practical Business Advantages of Meetings —Honey for the Comb—New Ideas, Etc.

While our members have due regard for business methods and the necessity of close application to professional duties, yet they realize the benefits and enjoyments afforded by assembling together once in every year and spending a few days change of views and opinions and in the cultivation and extending each other's acquaintance among co-workers of the press. For myself, while duly appreciating the fine social features and advantages of the Association, I can truthfully say, that I have never yet attended a session but has proven of practical benefit to me, and increased my actual earning capacity in one way or another. Our Association stands for the

advancement of our mutual interests, social and otherwise. It helps publishers and helps readers, because the latter get what the former gains intellectually and practically just as naturally and as surely as the comb gets the honey from the busy bee, or the nest the egg from the fertile hen. The sordid mind is all too apt to make overmuch of the cold cash, but cold cash is not the sole reward of intellect and labor. These meetings are refreshing and restful vacations to our overworked minds and bodies, and I am persuaded the time thus spent is of fully as much importance to us in every respect, as a similar period of time devoted to our everyday routine duties. We gain fresh inspiration, new ideas, and broader views, and return home physically and mentally refreshed, better equipped, and with hearts stronger to surmount the hardest tasks that may arise.

A Thrill of Conscious Pride and Power in Worthy Newspaper work.

A peculiar satisfaction follows honest and well directed literary efforts not found in other trades. There is a thrill of conscious, pardonable pride and power when the writer knows in his heart he has written something worthy; when he has awakened some new thought or clothed an old one in a newer, richer garb, so that it strikes home and helps mankind. It is also very pleasant to feel that when we have passed hence, someone will say, "The community is better that he lived in it." This is ever greater compensation than any that can be measured in dollars and cents. Yes, truly, there are some things better than money.

We look upon our profession as the grandest and noblest on earth, and we love it. The man or woman who prostitutes it for pelf has no place within our ranks. In spite of the man who "stops his paper," or calls with gun or club to find out who wrote that article; despite the short rations and the sleepless nights that come to many of us in this profession, when at my lonely vigil grinding out the latest news at the dead hour of night, I love it still. I have no greater ambition for my boys than that they carry on the life work of their sire.

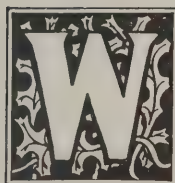
Our troubles we do not bring here, our politics we leave behind; no jealousies enter; ill-bred ebullitions of bad temper are unknown at our annual meeting, and the frigidness that sometimes comes between our members during the course of the year as each tries to keep his respective community in front of the others, here melts away like late spring snow before the genial summer sun. Through our every session a sweet harmony prevails.

To New Members—Be Truthful and Sincere—Hold Up Your Heads in the Brainiest Calling in the World.

We have with us a number of new members, some just starting on the journalistic sea. To each of them, I would say: Always be truthful in your paper, be sincere, and you will surely win the respect of your readers and advertisers, and that once gained, the rest of the battle is comparatively easy. Never whine or whimper; hold up your heads, and always bear in mind that you belong to a federation of the brainiest men and women in the world. Know that help comes to him who helps himself. Don't try to keep your individuality out of your paper; you can't do it if you try, and if you could, you would be getting out a paper not worthy the name. Bear in mind that a journal which is worthy of, will surely get recognition. You will hear it said that a newspaper will be just as good as its support. You can first make your paper better than its support and bring the support up to it. The best paper in Oregon is yet far better than its support from a financial standpoint, but that condition is visible, and is improving in its case as in others. Independence, honesty, and ability, will win in the long run every time. Make up your mind to always attend the Association's meetings, and work in unison with it. There is strength in this. A united press can mould public opinion on any subject. Even as it is, the press moulds public opinion in far greater degree than does pulpit, rostrum or platform.



By WILL OWEN JONES, Lincoln, Neb.



WHILE there are dozens of problems connected with general reporting that remain to be discussed, it may be profitable to turn aside to consider the broad question of country editorial management, as requested in the following letter:

Buckhannon, W. Va., Aug. 20.—Dear Sir: Your department in THE NATIONAL PRINTER-JOURNALIST interests me greatly and your invitation in the current number prompts me to ask a question that may be not exactly under the "City Desk" control, yet in a certain sense it is. Suppose you were in editorial charge (locally) of a country newspaper, how would you cover the field to get all the news, when the editor must be his own reporter. In short, how would you make a thoroughly up to date local paper? I will appreciate an early reply by mail, if this is not against your rules, and I believe that a discussion of this question would be helpful to many of your readers. Very truly,

H. A. L.

Almost any country publisher who has been a careful reader of the NATIONAL PRINTER-JOURNALIST for a few years, and has not skipped the papers read before the editorial associations, is more competent to comply with this request than one whose experience has been in the main in the daily field. When this letter was opened I thought at once of a paper read before the Nebraska Press Association years ago by W. E. Dayton, of the York *Republican*. He gave an illuminating review of the whole subject, and it was a keen disappointment to learn that his manuscript had not survived the last office moving. In regretting his inability to help out the inquiring brethren Mr. Dayton says:

"Tell your readers that two things are necessary in the making of a successful country paper: Brains and brains. These must be accompanied by two other things: Experience and experience. There are two things without which the former four must fail. They are industry and industry. If to these qualities can be added honesty, brilliancy and that patience which never wears out, your country newspaper man, so endowed, bids fair to succeed, provided his field hasn't been over-tilled."

So much for generalities. The inquiry has more to do with specific plans for making a model local paper in a town of 2,200, the seat of a county of 20,000 people. Good local news is required, especially from the courthouse, and particular attention must be paid to the country correspondence. A man in such work will make a serious mistake if he tries to utilize the methods of the metropolitan newspapers. Nothing in the world is so pitiful as the attempt of a country paper to exploit in a sensational way the peaceful news of a rural or semi-rural community. Humorous "stories" and "features" may be worked up at the proper time, but first of all the local editor must seek the news item and the personal mention. If he is new in the field he must devote himself to the mastering of local history, traditions and customs, and to the making of acquaintances. Like the city reporter, he must cover his regular rounds, training the leading men and women of the community to give him items. These he must write out in a simple, direct and sympathetic style. Perhaps the waste basket of the country office is not used so often as it ought to be, and yet one must not be arbitrary or exacting in passing upon the matter that falls into the hands of the local editor. The successful country

paper reflects the life around it. The man who spends his time in writing pleasantly about the movements of his neighbors and the little improvements and the fine horses and the big crops will make a popular and representative paper, while his opponent who considers new shingles and paint and babies beneath his notice, and wants to discuss national politics or the Chinese question, will sooner or later use ready prints that come marked C. O. D.

This doesn't mean that the country editor must drop into slovenly habits of writing or use the stale expressions that cause so much hilarity in the city offices. He is not required to write about "our genial fellow-townsmen, Mr. Soandso," who treated "ye local" to a glass of soda water, but he can do his townsman a better service and win his respect and his friendship by carefully writing all of the events of the town in a clean, direct, friendly style that need not be at all devoid of simple dignity.

This local news must be secured by work. The town must be gone over again and again and every possible source of news must be visited. Friends can be trained to bring items to the office, but if the editor has time he will find the use of his legs beneficial to his health and at the same time of great assistance in strengthening his local columns.

The matter of country correspondence is a little more difficult. Comparatively few weekly papers pay for this work. The usual method is to find some active person in each community from which news is desired who will send in an occasional letter. The local prestige connected with the position is often sufficient recompense. A few extra copies of the paper for relatives, and perhaps some inexpensive favors in the way of job printing or notices, will often secure really valuable service. Here again Mr. Dayton's article would be valuable, for he has a complete system of country correspondence which he keeps in perfect order largely through personal visits with his correspondents. Besides encouraging them to drop in when they are in town, he goes out on his wheel and calls on them and tells their neighbors in their presence what good work they are doing. On these trips he visits some of his subscribers also and gleans information that enables him to give good service to each town and cross-roads settlement in the country.

If bad roads and a lack of time prevent the adoption of Mr. Dayton's plan, the next best thing is a liberal use of the mails and consultations with correspondents and subscribers whenever they come to town. This is a reminder that many editors must have developed effective schemes of their own for looking after this important part of their work. An exchange of ideas on this and all other phases of the country newspaper problem will be welcomed. If twenty editors will tell how they go about the collection and writing of their local news and the management of their country correspondence their letters will be the best possible answer to the inquiry from West Virginia.

A CRITERION FOR MECHANICAL NEATNESS.

The NATIONAL PRINTER-JOURNALIST, of Chicago, is rapidly forging to the front rank of trade journalism. Typographically it is in close keeping with the trade it so appropriately champions. It is a criterion for mechanical neatness and literary merit, and, in a word, a true exponent of the "art preservative."—Boys' Industrial School Journal, Lancaster, Ohio.



NEWSPAPER

COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department.



OLD wood type does not look well or print well as a newspaper heading. The Albuquerque (New Mex.) *American* should change the heading now in use and reduce it to five or six ems deep. A heading set in an eight-line letter is seldom seen nowadays. The presswork should be improved, and the type needs washing. The *American* is devoted to the interests of the Afro-American race.



For the improvement of the Cuero (Tex.) *Weekly Record* I would suggest that the editorial be put on the fourth page—instead of the second, as it now appears—which is recognized as being the correct place for an eight-page paper. The most important news items should have larger headings, and caps of the De Vinne condensed would look better than upper and lower case for the less important news.



The Quill Driver, by Will Garland, comes from—well, it is hard to say where it does come from. It says: "Published by *Times-Courier*, Benton," and it has a few Little Rock, Arkansas, ads in it. It is full of literary hodge-podge, not very well printed, on common print paper, and is unlikely to "fill the long-felt want" among the refined and cultured class it is supposed to cater to. It is more or less "phunny"—mostly less.



Editor Roese, of the Osceola (Wis.) *Sun*, devoted a page of his paper, dated October 4, to describing the new machinery and the rapid growth of the *Sun*. This weekly has much improved in appearance during the past year, and Mr. Roese has regularly sent his paper for comparison and criticism, and has no doubt benefited from being a member of "our school of progressives." Let us all "profit by our mistakes," as a correspondent writes.



The Facts "Homes" Edition of Colorado Springs, recently gotten out by the Facts Publishing Company, is certainly a great credit to the gentlemen who compose the company. The ad display is exceptionally good, and the handsome and artistic borders that embellish the issue are unique and beautiful. In explanation of the special issue, an extract from an editorial is here given:

This edition of *Facts* is unlike the usual "special editions." It is not a "hold-up" or money-making scheme of the paper, to filch money from an already generous public. The pictures presented herewith are entirely gratuitous and complimentary and a charge has not been made in a single instance. Similar editions heretofore issued by other papers have been used as a "graft" to elicit charity or extort tribute from those represented therein. *Facts* is not conducted for charity or blackmail. It attempts to publish a paper worth all it costs and expects only such patronage as its merits deserve.

Many valuable pointers may be gathered from its pages in regard to artistic type display and good makeup. The presswork is also above reproach.



It is exceedingly gratifying to have such a letter as this come in an unexpected manner:

O. G. Wood, Chicago, Ill.

MY DEAR SIR: Some time ago I sent you copies of the *Evening* and *Daily Democrat* and your criticism was very good. Since then we have followed your advice by making the pages of the weekly smaller and we have got a new heading for the

paper. We note that you say there are too many Fresno in the headline. Yes, that is so, but how are we going to help it? In accordance with your instructions we have gotten all the ads off the first page except one or two that we had contracts with and they will come off when the contracts are up. You would not advise us to break the contract on a matter of that kind would you?

We don't like to change the editorial page from the second to the fourth page as we want the fourth page for late telegraphic news; however, if you insist, we will make the editorial page the fourth instead of the second.

The half tones we get are from the East. We have put in a Goss Perfecting Press. Yours very truly,

MARK R. PLAISTED.

There is a decided improvement in the general appearance of the Fresno *Democrat* since last criticised. The paper is a way above the average in typographical display and makeup. Leave out the words "Fresno County" in the date line—this would get away with one of the Fresno. Nobody would ever think of putting Chicago, Cook County, Ill. You might as well assume that Fresno is about the only town in California. By putting the name of the county in the date line it makes the town appear as if it was obscure and unknown. I certainly would not recommend you to break a contract with an advertiser. The proper place for the editorial is on the fourth page of an eight-page paper. However, I don't see how I can "insist" on the *Democrat* adopting this rule, if the proprietors think differently. The half-tone of the Park Lake at the Pan-American Exposition was a failure in the September 21 issue. Don't try to print fine screen halftones on common print paper with common news ink—the result is almost sure to be a disappointment.



Several copies of the new Detroit daily have arrived. *Today* is the name, and it is a penny paper, independent, and will "print the truth, no matter whom it helps or hurts." It is remarkably bright and full of news, and has every indication of being a big success, if appearances go for anything. The editorials are set double column. The paper has the regulation seven columns, dotted all over with bright and catchy headings, most of items not containing more than a "stick" of matter, but the news is there, just the same. Gothic is used for the news heads—this letter always looks well and is clear and easy to read.



Pica condensed gothic is not a good letter to use on headings for editorial, especially is this true when the dash line is nearly always the same length as the heading. This is a hint to the Beaumont (Tex.) *Daily Events*, otherwise the paper looks very well.



The Battle Creek (Mich.) *Moon* has put in another Mergenthaler, and with a fast Duplex Web Press is making rapid strides. The business office has also been much improved and refitted. The *Moon* carries a lot of clean home advertising and very little foreign objectionable stuff.



Many farm publications charge only 50 cents a year for subscription, some monthly and even weekly papers. Barnum's *Midland Farmer*, of St. Louis, is a good monthly at 50 cents a year.



Earth and Air, a monthly science journal especially devoted to meteorology, is a new venture. It is published in the interests of the Voluntary Weather Observers of the United States

Weather Bureau, and is intended to further the interests of this army of investigators. Penn Yan, N. Y., is the place of publication.

✻ ✻ ✻

In spite of floods and storms in Texas, the *Garland News* of that State seems to be prospering and improving since last noticed in this department. Keep right along, Mr. Cullom.

✻ ✻ ✻

The Columbia (Mo.) *Herald* sends a "marked copy" without any mark. However, I can always manage to find a nice poem or something good to cut out and save for my scrap-book when a copy of this paper comes.

✻ ✻ ✻

The *Evening Times*, of Fairmont, W. Va., should take away the word "Independent" from under the heading on the first page. The policy of the paper does not require such a prominent place. The statement could be made in the editorial head in much smaller type and more effectively.

✻ ✻ ✻

This interesting letter comes from Bedford, Pa.:

BEDFORD, PA., September 30, 1900.

NATIONAL PRINTER-JOURNALIST.

GENTLEMEN: I send you by this mail copy of our *Hawkeye*, which I would thank you to scan and criticize.

I am printing this paper up in the mountains of Western Pennsylvania, one hundred and fifty miles from a city. We have a new linotype and a young man who has been typesetting two years to operate it. My two sons help me with the stone work and jobbing, of which we have more than we can do. They were at school six months ago. I am full fledged in every department. Edit, clip, paste, read proof, set ads, jobs, answer correspondence, etc. We issue semi-weekly, 1,200 each issue, and keep the paper

upper cases. However, these matters will soon be put right when Mr. Edmundson gets the paper well in hand, which he appears to be doing gradually, judging between No. 3 and No. 8 of Volume I. Take a little more care with the presswork and the proofreading.

✻ ✻ ✻

The front page of *The Independent*, Weston, W. Va., is too dreary with long columns of reading matter. The news headings should be larger and sub-heads added. The local news field is well covered, which goes a long way toward accounting for the large circulation enjoyed by *The Independent*.

✻ ✻ ✻

The Los Angeles (Cal.) *Herald* makes free use of half-tones for illustrations in its Sunday Supplement, and prints them in good shape. The fashion plates are particularly good.

✻ ✻ ✻

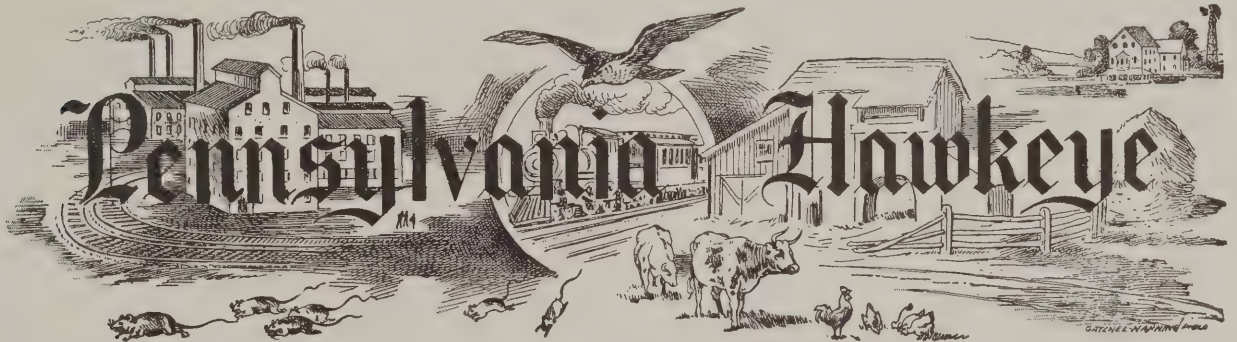
The *State Capital Press*, Dover, Del., is a bright and up-to-date weekly. The first page is a good one. The presswork could be improved.

✻ ✻ ✻

The Omaha *Labor Bulletin* is a well conducted labor paper.

✻ ✻ ✻

The Guthrie (Okla.) *Daily Leader* has installed a new linotype, and henceforth will have a new dress every day. In the pictorial review of the working departments of the *Leader's* plant, on page 5 of the September 18 issue, half-tones were used for illustrations, and they were "out of sight"—almost completely out of sight. If these pictures had been printed on nice coated paper, or even good book stock, they would have done some good. The way to do this kind of thing is to print them separate and issue them as a supplement, and not



VOLUME VI, NO 93

BEDFORD, PA., TUESDAY, OCTOBER 2 1900.

PRICE \$1.50 A YEAR

full of ads, as you see. We lose generally from two to two and one-half hours daily with an obsolete gasoline engine and an 1860 Country Campbell. Despite all this, we never miss an issue.

If the presswork and typography are not creditable, can you say a word for our "get there" qualities. We are delighted with our linotype, and are now talking for a new press.

Very truly, F. COWPERTHWAIT.

The *Hawkeye* has lots of "get there" qualities about it, and is full of good ads. But why these horrible rats in the heading of the paper? Why not a few mountain sheep? If there is anything in the world that the average man and woman objects to, it is these long-tailed vermin. Away with 'em! Take 'em out! Please send another copy showing sheep and lambs instead of rats in the heading.

✻ ✻ ✻

The Logansport (Ind.) *Daily Reporter* recently entered upon its twelfth year.

✻ ✻ ✻

Several copies of the Dixon (Ky.) *Banner* come to hand. The comps seem to have run out of "sorts" a good deal, as there are lots of wrong fonts, especially in the K box of the

attempt to print fine screen half-tones on the common news paper.

✻ ✻ ✻

A new Cox web perfecting press has been installed by the Newburyport (Mass.) *Daily News*.

✻ ✻ ✻

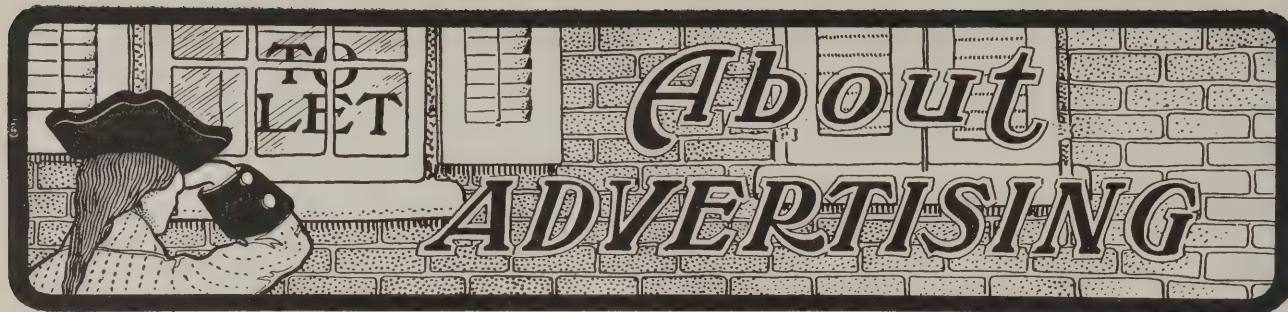
The ad display and the presswork of the Whiting (Kan.) *Journal* should be improved. Take away the rule from top of first page above the head line—it is useless.

✻ ✻ ✻

For the improvement of the Harriston (Ont.) *Saturday Night*, I would suggest changing the main heading of the paper before sending out another issue. Old wooden type for newspaper headings will not do in these days of fine printing.

✻ ✻ ✻

Several well-known gentlemen who attend the meetings of the National Editorial Association are in politics. For instance, Wolfe Londoner is a candidate for State Senate, Colorado; Lemuel B. Green, editor of the Patchogue (N. Y.) *Argus*, is a candidate for member of the Assembly of New York.



By CHARLES AUSTIN BATES, New York.

PRACTICAL HINTS ON ADVERTISING.



IT HAS been said that stories usually lose nothing in the telling. I cannot repeat the adage just as it has congealed, but this is the gist of it: Each person who tells, or repeats, a story, adds something of his own conception of it.

Here is a story that will bear repeating, because it supplies a text for what I want to say, and if I put in some myself, why it

is my privilege as the last one to tell the story.

It was ten or a dozen years ago, and it happened in the phenomenal city of Chicago. A man walked into the office of one of the big packing houses and asked for work. He was told, as had been scores of other men before him, that there was no work or no vacancy. Of course, if he had walked out after that answer, there would have been no story to tell.

But this man, in the face of this reply, put on an old coat that he had carried on his arm, and looked around for a hook on which to hang his better one. He said he was willing to do anything, as he had selected this particular business and he meant to learn it. He was sure that in that great building there must be something for him to do. He cared nothing about what the work was.

At this the President is said to have smiled. He remembered when he had come to Chicago only a "beggar-boy." He, too, had been told there was no room for him.

So he told this applicant that he might go into the slaughter house and try his muscle at handling meat.

The young man marched away, but, before he was out of hearing, the President called him back. He had decided that energy and ambition like this must not be allowed to evaporate in the slaughter house. He was given a place in the office, and, like the good little boy in the story books, he was promoted rapidly and soon held a fine salaried and responsible position. And there he is, even unto this day.

* * *

The inference I wish to draw is this: If a man, or a woman, happens to discover a compound for a health tonic, a new food, a new way of mixing silk, wool and cotton, or any two of them to make a new cloth for men, women or children; if there is born an idea for a new and convenient nursing bottle, or if a new strap or buckle or tooth can be put upon a hay rake or harvester to make it more effective; if some ingredients can be so mixed as to produce a better soap than some other folks make, the way to do is to put on the old coat and go into the beginning of the business.

Don't say, "I'll make it go if I can." The thing to say, and think, and feel, is, "I can make it go, and I will."

Then, if you advertise by distributing samples from house to house, let them be neatly put up, with full explanations for use. If you advertise by circular letters, use good paper and see that your printing is well done. Every letter and billhead that is used is an ad for the concern that sends it.

The person receiving a well made circular letter feels that it comes from a respectable house. It adds to his self-respect to receive it, and the consequences need not be enlarged upon.

If you advertise it in the newspapers—select the best papers and use enough space to tell your story effectively.

Write your ads as if you meant them.

Hang up your coat and go to work.

* * *

Long ago there were plenty of all sorts of articles for the convenience of all sorts of people. But, old things have passed away, and are still passing. There is always room for new things, and people are always ready to adopt them instead of the old, if it is shown to be to their advantage to do so.

The other day a woman said: "I think any work in the world is preferable to farming. Farmers nowadays know no more than did their grandfathers. There's no chance for them to learn anything, and no need of them knowing anything. They can dig and delve and plant and sow just as well if they don't know their alphabet as if they do."

The "other woman" said: "There seem to be more people in the world than farmers who make no advance. What had the great grandfathers of present day farmers to do with sulky plows and steam threshers? In those back-breaking days farmers used hand scythes and sickles instead of harvesters and reapers and horse rakes. The picture of the sower is replaced by the spick and span drill. The ancient farmer was inclined to cry down the new fangled machines, but the manufacturers went ahead, and the machinery came to stay and be improved; and the present day farmer is on the alert for all that is new. He sits in the shade and reads politics and scientific farming, and learns how to get the most out of his acres because he has college bills to pay."

It was the inventor of machinery and his push, his "I can and I will" that has made farming more of a science today than a manual labor. The farmer's wife or daughter can plow his fields and let her thoughts go where they will. It is not as hard work to plow or to guide a reaper as it is to do a washing in the usual way.

* * *

It was the same story about the sewing machine. It was going to destroy an industry. But the inventors and the manufacturers kept right on, and are studying how to improve, and are working out the ideas in better materials each year. It has always taken lots of talk and lots of finesse to introduce machinery that takes the place of hard labor, but machinery wins every time.

* * *

There are traditions that it required much advertising to work off the first cooking stoves and ranges that were made. It was argued that nothing was healthful in a house but the big open fire places, and, of course, food cooked in ovens and over the enclosed fire could not be healthful. The most effective argument in favor of the stove was that cooking by open fires ruined the complexion.

ADVERTISATORIAL.

Man, we are told, owes a great debt to his environment; he is, broadly speaking, what his surrounding influences make him. It is more emphatically and simply so with regard to an advertisement. The glories of the work of art, as revealed

on the proof-slip, are not to be found in the advertisement as it stands in its place on the magazine page. And it is here that it should exercise its charm. The enthusiastic approval of the foreman, or the writer, as he gazes upon the proof, is not the thing. What the man behind the advertisement wants is a heavy mail, with inquiries and cash.—*Profitable Advertising.*

* * *

Printed matter has a personality just as much as human beings. If you have a business which is successful and prosperous and important do not allow your printed matter to malign and misrepresent your goods. Good printing is worth all its costs.—*Current Advertising.*

* * *

A tasteful, tactful mailing card is an attractive bid for business. They compel attention every time, and they are certain to be delivered to the desk or hand of the person to whom they are sent.—*Practical Advertising.*

* * *

The poor advertisement often appears to be a good one to the man who writes it, because he is so interested as to read it all in spite of its unattractiveness.—*Tips on Advertising.*

* * *

It is easy enough to roast your competitor in your advertisement, but it is wonderfully hard to roast him and at the same time help yourself.—*White's Sayings.*

* * *

Whoever wants customers in these days of smart trade habits must invite them by persistent public announcement of what he has to sell.—*Chicago Gazette.*

* * *

The man who does not advertise because he tried it and failed should throw away his cigar because the light went out.—*Publicity.*

* * *

The ability to say no is more valuable to an advertiser than the ability to read Latin.—*Boyce's Hustler.*

* * *

The advertising dentist may not fill a long felt want, but he fills many an aching void.—*Printers' Ink.*

THE DELUSIVE DODGER.

Speaking of methods of advertising an exchange says, with truth, that "the dodger, nine times out of ten, stops at the front door, while the newspaper finds its way to the dining-room or parlor and enters right into the bosom of the family." It may be said that the dodgers or handbills rarely reach the front door so negligent of duty are most bill distributors. The best and surest way to advertise, as to good results, is in the local paper with the largest circulation.—*Naples (N. Y.) Record.*

POWER OF ADVERTISING.

The old dictionary makers—and some later ones, for that matter—seem never, never to have agreed as to the proper pronunciation of the word "advertisement." Some contended that the accent should be placed on the second syllable, others that the third was the place for it. Learned arguments have been advanced to prove the correctness of each method of pronunciation with vehemence usually displayed by disputants each of whom is convinced that he is right. But, after all contentions, both pronunciations are still in use. There is, however, no longer any difference of opinion among progressive merchants as to the power of an advertisement, when printed in a newspaper which is popular among the people, to bring customers and profits to the advertiser.—*Philadelphia Record.*

COLD FACTS VS. WIND.

Exaggerators have credited several American houses with the courage to annually expend sums ranging from half a million to a million dollars in advertising, but it is doubtful if any one American house ever put out much more than \$500,000 in a single year, with the possible exception of one concern,

which may have run above the half million figure during the initial year of its advertising campaign in America. The large general advertiser, with hardly two dozen exceptions, limits his advertising appropriation to about \$50,000 a year, and the average general advertiser does not expend much more than from \$25,000 to \$30,000 annually. One can probably count on the fingers of one hand the advertisers who actually use more than a quarter of a million a year.—*New York Mail and Express.*

ADVERTISING CONTRACTS.

An advertising contract is the same as a contract for building a house. If you enter into a contract to have a house built and then change your mind, of course, the contractor doesn't need to take the time necessary to superintend the construction. He is free to use that time as he pleases, but he gets damages.

If you change the style of house you must make allowances to him.

If he changes the style or tries to keep from building, you naturally would want damages or his part of the contract carried out.

When a man signs a contract with a newspaper to use 1,000 inches of space in a certain way, he can be made to do it. It works both ways. A newspaper cannot raise an advertiser's rate, and the advertiser cannot drop out when he wants to.

Newspapers, as a usual thing, are very lenient about contracts, but sometimes they should not be.

Usually a merchant can cancel any contract by paying short time rates, and in justice to other advertisers he should be made to pay them.—*Agricultural Advertising.*

NOW IS THE TIME.

There are many merchants who would advertise if they knew when and how to do it in order to secure the best results.

Every season has its advantages, but there are certain months in the year when merchants are particularly anxious to have their goods brought before the public. Window displays are the best kind of advertising as far as they go, but the advantages to be derived from this style of advertising are very limited. It does not reach the country people whose time is so closely taken up when they come to town that they do not parade from one end of town to the other to find what they want in a show window.

The only way to reach the country people is through the columns of the local newspaper. The farmer and his wife sit down and read every line in their weekly newspaper—they read what the merchant has to say regarding his newest goods and latest styles—they look over the list and compare the prices quoted and decide from what they read which store offers the best values for the least money. They always make a list of what they want before they start to town, and when they get there they go to the store that has made the best impression on them through their newspaper.

There never was a time or season in the history of the territory that offered such great advantages from newspaper advertising. Thousands of people are coming to the territory—new families arrive in this city every day—and these people are coming here for homes. They must have food and clothing and supplies of all kinds—they are intelligent and read the newspapers for information on all subjects. The merchant who has his goods advertised in an attractive style will catch the eye as well as the purses of the people. Besides this is the season of the year when every household needs replenishing. Furniture must be bought, carpets laid, lamps, shoes, dress goods, underwear and many other things of comfort and utility that might not be thought of unless displayed in printer's ink. The farmers have had good crops and free homes and they are going to have such comforts as lie within their means. so now is the time to let all the people know what you have to sell and the bargains you have to offer. The merchant who seldom ever advertises has a limited number of customers and his business never expands.—*El Reno (Okla.) Democrat.*



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO

NOVEMBER, 10, 1900, the contest closes for the cover designs for the NATIONAL PRINTER-JOURNALIST. The award will be made and paid on or before December 20. The proofs and designs should be mailed flat and in time to reach this office before the date mentioned in order to be entitled to enter the contest. The prize money will be divided as follows: First prize, \$20; second prize, \$15; third prize, \$10; fourth prize, \$5. Do not delay or neglect this matter and then say "the winner is not so good—could easily beat it." Dignified simplicity is all the go now, and the most simple and easy-to-set design may win the first prize.

* * *

An excellent piece of advertising comes from the Tiernan-Havens Printing Company, Kansas City. The cover represents a roll-top desk, and the booklet tells of office furniture and fittings for sale by this firm. It is ingenious and most

**TIERNAN-HAVENS
PRINTING COMPANY**

K.C.
U.S.A.



DESKS-OFFICE
FURNITURE.
BUSINESS
SYSTEMS.
STATIONERY.
NEOSTYLES &
MIMEOGRAPHS
& SUPPLIES
FOR OFFICES.
EXAMINE OUR
STOCK & PRICES.
718-720 DELAWARE
PRINTING
MANUFACTORY
312-314 W. SIXTH.

appropriate for the purpose for which it is used. Instead of showing the title page—which is usually the case—the last page of the book is reproduced herewith.

* * *

Miss Caroline A. Huling is editor of the *Bookseller*, a Chicago monthly devoted to the book and news trade.

* * *

The *Electrotype Journal* for October, published in the interest of the graphic arts by the Franklin Engraving Company, Chicago, has a good frontispiece.

* * *

The Bureau of Publicity of the Pan-American Exposition has just issued a very complete booklet descriptive of the enterprise to be held at Buffalo next year. The booklet contains 48 pages with 121 titles and 82 illustrations. The publicity up to the present time has been piecemeal, bringing out the various features as they have developed, but an examination of this booklet gives to the reader a very comprehensive idea of the splendid character of the Exposition. The word "Pan" as a prefix to American means All—that is to say, the

Exposition is for all the Americas, exhibits from European countries not being accepted. It is claimed for the Pan-American Exposition that it will be the most artistic creation of the kind ever brought into existence.

* * *

Griffith, Axtell & Cady Company, Holyoke, Mass., are going out of the pad and paper business, and hereafter will devote their entire time and attention to high-grade printing and embossing. The "Something Is Coming" circular sent

SOMETHING IS COMING



AN ATTRACTIVE BOOKLET COVER.

Much of the effectiveness of this design is lost in the reproduction on account of not being able to show the color scheme.

out by this firm is first class in every respect. The three figures were printed in red, yellow and black on Kenmore cover paper with excellent results.

* * *

An interesting specimen from India is reproduced this month, mainly to show the difference of display in that coun-

"ROHINOOR." *Most Interesting Gujarati
Monthly Publication.*

LEADING FAMILY MAGAZINE.

SUBSCRIPTION—Rs. 3, post free in India.

„ 4s. 6d. in Foreign Countries.

✱ THE BEST ADVERTISING MEDIUM. ✱

RATES ON APPLICATION TO

Publishers—GAZDAR BROTHERS,

PICKET ROAD, KALBADEVI, BOMBAY.

A BUSINESS CARD FROM INDIA.

try and this. The verdict of the jury of readers of this department will certainly be in favor of the home product—and rightly so.

* * *

Corday & Gross, fine art printers and advertising specialists, Cleveland, Ohio, send a splendid poster printed in three colors. "Anti-Wastebasket Literature" is the main feature

of the poster, and it starts out by asking the reader "How much would it be worth to you to have your advertising insured against the wastebasket?" It certainly would be worth a good deal to a whole lot of people. The poster itself is an excellent example of anti-wastebasket literature. The idea is good and the execution of the work above criticism.

* * *

Environment must have something to do with good printing, judging from a batch of it coming from beautiful Boulder, Colo., along with this letter:

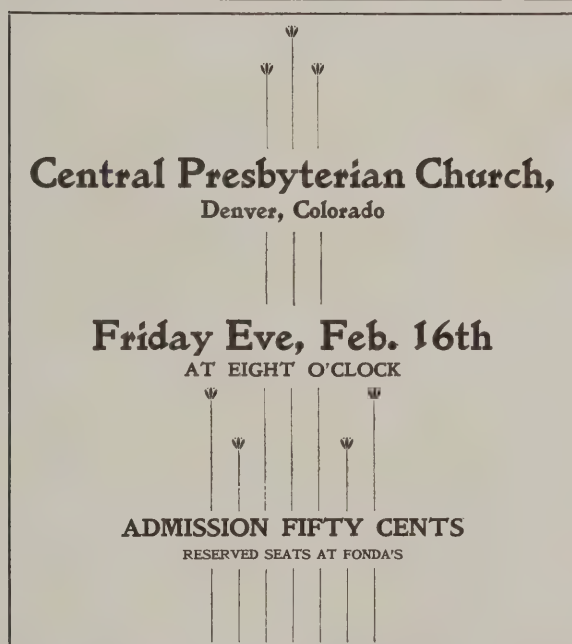
Boulder, Colo., Oct. 5, 1900.

NATIONAL PRINTER-JOURNALIST.

GENTLEMEN: At request of Mr. O. H. Wangelin, who is a subscriber of your splendid journal, I send you a few samples of my work for criticism. I remain,—Respectfully yours,
RUSSELL THOMPSON, Foreman Herald.



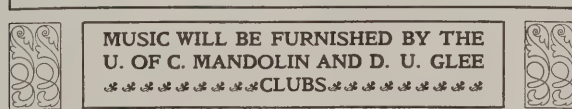
STATE ORATORICAL CONTEST



Central Presbyterian Church,
Denver, Colorado

Friday Eve, Feb. 16th
AT EIGHT O'CLOCK

ADMISSION FIFTY CENTS
RESERVED SEATS AT FONDAS



MUSIC WILL BE FURNISHED BY THE
U. OF C. MANDOLIN AND D. U. GLEE
CLUBS.

Daily Herald Press, Boulder.

Blotters, circulars, cards, hangers, programmes, etc., all showing good composition and good presswork. A window card is reproduced—the original measured 9x14 inches

* * *

To the getting out of fine and artistic advertising there is no end. The "Pressmen to Pressmen" booklet, issued by the Typalyn people, is very fine. The work is that of the Oxford-Print, Boston, and they have Typalyn in use on all their presses. The presswork on this booklet is beyond criticism, whatever the process of make-ready. The colors are delicate and beautifully harmonious.

* * *

One of the very best specimens of printing arriving at this department is that sent in by the Central Printing Company, of Rochester, N. Y. It would be a difficult matter to offer any suggestions for the improvement of the front-cover page of the eight-page booklet. Harmony of colors and perfect

register characterize the whole of the work. Different shades of the same color of paper are used; it commences with the darkest on the outside; the lightest is in the center of the book. The whole thing is a work of art and hard work.

* * *

The F. A. Ringler Company, New York, have issued a twenty-four page book showing cuts of the presidential candidates in almost any style of engraving.

* * *

A magazine has been started to promote the physical interests of the American baby. It is addressed, of course, to the mother of the baby, and it gives her a lot of information calculated to enable her to so raise it that it will grow into a splendid man or woman. *The Nursery* is the name of the publication. It is issued by the Van Publishing Company, of No. 254 West Fifty-fourth street, New York, at 10 cents a copy, or \$1 a year, and is well illustrated and well printed. A very sedate-looking stork is the appropriate picture on the cover.

* * *

The presswork and color scheme of the four-page circular sent by the Montgomery (Ala.) *Advertiser* is good; the composition on the page reproduced would have looked better if the lines had been spaced out to even length. Beginning at the top the two lines containing the date should have been

32.64 % GAIN.

*Notwithstanding the fact that during
the year ending July 31st, 1899,*

The Montgomery Advertiser

*printed the largest amount of adver-
tising of any previous year, the twelve
months closing July 31st, 1900, show
an unprecedented increase, equal to*

32.64 % GAIN.

spaced out to equal length; then the word "Advertiser" should have been spaced to the same length as "Montgomery," and again, the last line of the four, ending with "equal to" should have been spaced to a full line. These little changes would have added considerably to the appearance of this page.

* * *

P. F. McBreen & Sons, the "Always Ready" printers of New York, send a neat booklet and a card of poetry. The eight-page booklet is a good piece of advertising, and has for its title simply the word "Types" printed in black with a red

round-covered border; it then goes on to show the different types of men, of happiness, of beauty, and of progress; proving, of course, that the printer is the pioneer of progress. It is well done.

* * *

From the Geo. A. Miller Company, Des Moines, Iowa, comes some good printing and this letter:

DES MOINES, IOWA, Sept. 26.

NATIONAL PRINTER-JOURNALIST, Chicago, Ill.

GENTLEMEN: We are sending you today samples of some of our recent jobs, and would be glad to have you criticise them as a lot, or individually. We are rather proud of the music catalogue, and would ask you to mention it separately, if it is not asking too much. We wish a criticism, whether good or bad. Very truly yours,

GEO. A. MILLER PRINTING COMPANY.

The music college catalogue referred to is a credit, and the MacFarland italic is a good selection of type for this kind of a job. The clothing house booklet is quite equal to the music college catalogue; though, of course, it is in an entirely different style. All the work sent in is good.

* * *

The Inland Type Foundry, of St. Louis, do a lot of original advertising, and the circular showing the new Courts series of type is up to date.

* * *

Pen and Scissors, published by William G. Snow, Meriden, Conn., is issued for private circulation among amateur journalists of yesterday and today. Each copy is numbered and No. 159 has reached this office. It is well printed. The object of the publication of this magazine is to show the value of amateur journalism as a stepping-stone to a successful professional or business career.

* * *

A treatise on ink, incidentally on paper, and particularly on the combination, has arrived from the Edgell Company, Philadelphia. The pages measure 11x14 inches, and the execution and color combinations are of the highest order. The embossed reproductions of fine china plates are really marvels of how perfectly this work can be done. All the delicate tints and shades of the most beautiful Havilands, Limoges and Wedgwood china are shown with wonderful exactness. The Edgell Company is to be congratulated on this work. The book also contains numerous fine specimens of catalogue covers and all kinds of box labels.

* * *

If any subscriber to the NATIONAL PRINTER-JOURNALIST wishes samples of fine printing, they can get them by sending the necessary postage.

EFFICIENT ORGANIZATION.

Employing printers generally will be interested in the following extracts from the able report of Secretary Cushing at the recent Convention in Kansas City, along the lines of making organization effective:

In the "Rules of the Master Printers' and Allied Trades Association," of London, under the heading "Subscription," are the following two paragraphs:

"The annual subscription shall be one guinea for every 50, or part of 50, persons of all grades employed in all departments of the Member's establishment, with a maximum subscription of twenty-five guineas.

"The annual subscription shall be payable *in advance*, and *due on joining*, and on *1st November in each year*. Members joining after May 1st shall pay half the annual subscription for that year. A member of the Association shall be liable for his annual subscription *until he shall give notice in writing to the Secretary of his intention to withdraw from the Association*. Such notice to be given to the Secretary *before the commencement of the following financial year*."

The Kansas City strike was not a question of hours or wages, but an attempt to unionize the Typothetae offices. I believe it is the opinion of a great majority of our members that we have a right to employ whom we choose, whether

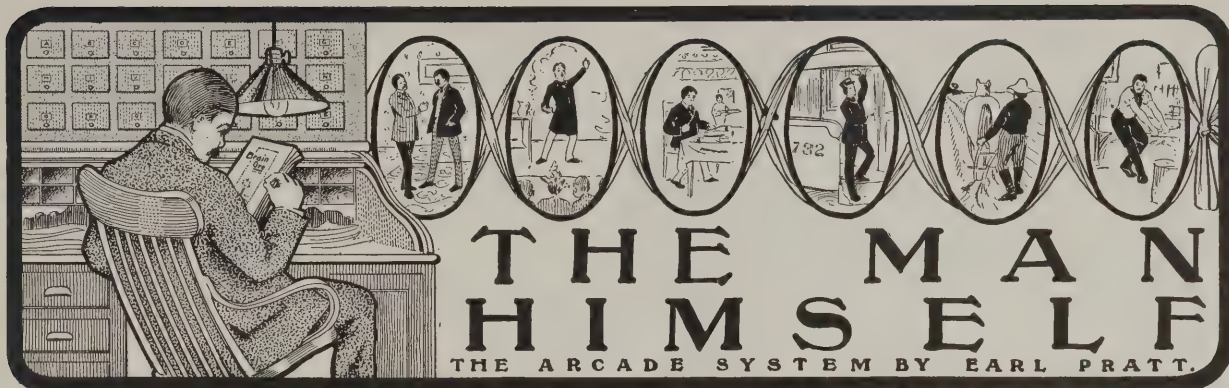
union or non-union men; and I am sure the U. T. A. can perform no better or more valuable service than to protect its members in the exercise of this undoubted right, and against enforced unionism, which I consider the worst possible form of industrial slavery, and which can but work, sooner or later, to the injury of all concerned, both employer and employee. The "open" office is the best safeguard against arbitrary demands which, if granted, would soon leave the employer no other right or privilege except that of paying the bills, with the probability that he would not long be able to avail himself of that privilege.

Had the International Unions succeeded in enforcing their demands in Kansas City they would have struck one city after another for the same purpose. In defeating this attempt the Kansas City Typothetae has placed every other member of the U. T. A. under obligations to it. The financial assistance since rendered them represents after all but a comparatively small portion of the cost of the strike to the Kansas City employers.

Much has been said of late in the Trade Press in regard to the employment of a paid official who shall also act as Secretary. While I have conscientiously tried to neglect none of the necessary routine work of the office (and there is probably much more work done by the Secretary than anyone would imagine unless he has occupied the office), the time at my disposal has not permitted of much original work which could be undertaken by a paid official who gave his whole time and energy to it—work which might materially increase the usefulness of the office and the value of the organization to its members.

The "Master Printers' and Allied Trades Association," of London, composed of about 161 firms, employs a Secretary, Mr. H. Vane Stow, who, in addition to the other duties of his office, issues monthly circulars to the members. These "Members' Circulars," as they are called, contain from 12 to 32 small octavo pages in long primer type. They give monthly reports of the "State of Trade," court decisions and new legislation affecting the Allied Printing Trades, and much other information of interest to them. By this means the members are kept thoroughly posted on many matters which might otherwise escape their knowledge. The following titles, copied from the March, 1900, circular (12 pages), will give an idea of the ground covered by one of these small, but very interesting pamphlets: "Musical Conversazione," a musical and social entertainment arranged for the members by the Secretary; "State of Trade" throughout London and vicinity; "Illicit Commissions"; "The Law Relating to Picketing"; "Storage of Plates and Moulds"; "Unions and the War"; "Notes"; "The Truck Acts"; "Factory Act Cases," and "Workmen's Compensation Act."

After having given the matter much careful consideration, I do not hesitate to say that I am strongly in favor of the employment of a permanent salaried Secretary, and believe an efficient man not only can be found for the position, but that he could materially increase the value of this organization to the membership. In consultation with the Executive Committee since preparing this report, I am led to believe that for the present, at least, and as a preliminary experiment, the demand for more extensive and efficient work by a "paid official" might be met by authorizing the Honorary Secretary to employ, at the expense of this organization, such clerical assistance as might be necessary. To prevent any misunderstanding of my advocacy of the above plan, it might be well for me to state here that I am positively not a candidate for the office another year—not that I do not fully appreciate the honor you have conferred on me by retaining me in the office for the past three years, nor owing to any lack of interest in the work, but because new duties and obligations will make it hereafter impossible for me to spare the time absolutely necessary to the proper performance of its duties. I will, therefore, take this opportunity to express my thanks to the members for their courtesies in the past, and especially to the secretaries of local Typothetaes for their prompt and cordial co-operation in the work of the U. T. A.



WHAT TO KEEP AND HOW TO KEEP IT.

FROM MEN FOR MEN.

EXTRACTS FROM THE COPYRIGHTED REPORT.

"I never destroy a receipt. Recently I had occasion to use one twelve years old."

"I throw away nearly everything but receipts. Though you might keep photographs of people whom you would like to have visit you for a week."

"Keep less than you want to. Don't throw away a paper thinking you will attend to it later on."

"I want something always just after throwing it away, though I may have kept it a month. I do not keep anything permanently."

"Have kept nearly everything imaginable, except money, and have made use of about one-millionth part of the stuff."

"Discrimination to begin with is worth more than three barrels of clippings to end with."

"We generally keep only the last letter from relatives and friends."

"My plan is to write names and addresses on any card, slip, old envelope or bundle handy at the time and when I want them they are not to be found."

"I keep an address book in my pocket, another in my desk, and a box for cards worth keeping. I wish I had the names with short details of all the people with whom I have had even a slight acquaintance."

"After trying to keep for a while a record of my income and daily expenses I gave it up. What is the use of an account if you haven't any money left?"

"Unimportant letters are thrown into the waste basket and those of value are filed alphabetically and indexed."

"My hobby is to pick up stones at important places, number and catalogue them, place them in a cabinet."

"When a boy I made a collection of pictures of noted horses and dogs, but during a five-years' service in the civil war my things got scattered except some of my own drawings, which my mother had saved for me."

"My catalogue or index contains the names and location of everything I am trying to keep, either permanently or temporarily."

"Some begin in their youth to make collections of certain things and keep them growing till they make practical use of them in their lifework."

"You can keep addresses, daily expenses and income, checks, cash, clippings, correspondence, contracts, diary records, keys, letters, manuscripts, money, property, records of letters sent and received, receipts, recipes, rules of action, and you can purchase the following helps: Blank books, special boxes, the card system, letter files, safes, transfer files, expiration suggesters, cabinets, desks, filing cases, special files, and original systems."

Collections are made of advertisements, almanacs, autographs, books and bindings, bugs and butterflies, botanical specimens, curiosities, clippings and short-printed articles,

dolls, engravings, fans, genealogies, jewelry, letters, manuscripts, minerals, magazines, mementos, newspapers, oddities, pictures, presents, posters, photographs, postmarks, pedigrees, puzzles, pipes, questions, stamps, star sentences, and special bones of many kinds of animals, stuffed animals, toys, tricks, trinkets, volume one number one, violins, etc.

"I keep an occasional clipping, which I think extra good, in my card case or purse till it is worn out."

"I keep very few letters. I have all the letters my mother has written me since I left home. They are kept in order according to the dates, and the clippings and flowers she incloses are filed as they come. Some day I intend to have the letters bound in book form."

"I run a clipping bureau and have made expensive collections on many subjects, but do not find buyers as I expected. My best success is in making collections to order."

"My present plan is to get letter files that look like good bound books and put them in my bookcase to keep my collections in."

"Starting with the idea that I would keep a clipping a year before pasting it in a scrapbook, I have kept them in a box and never started the book. Have found the box plan an easy way."

"Have a cloth-bound box made to order, and in it are heavy paper leaves on which I have pasted curiosities and mementos of my daily life. It does me good to look them over once in a while."

"Being dissatisfied with the way things are going in our office, I called on a number of concerns. With one exception they exhibited and explained to me their ways of keeping track of everything. Then I worked out a system of my own and had a desk manufacturer do the rest. It is a great success."

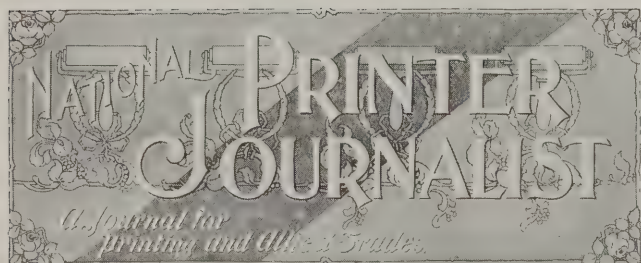
"I save things for a while in a drawer, then they get lost or are thrown away. The whole subject is puzzling and very unsatisfactory."

"At one time I had several collections, but moving about, sickness and lending destroyed them."

"While scrapbooks cannot be converted into the envelope plan, the latter can be turned into a scrapbook at any time. After clipping and working upon the assortment a few months you will think less of purely ornamental wisdom."

"A Boston gentleman told me he could in a few moments of thought recall the important points in anything he had ever read, and that he had made one scrapbook but never used it. Few are able to imitate his method for referring, and I do not believe he was entirely above the help of clippings. But I would not advise a scrap collector to make a scrapbook till he had clipped systematically for ten years."

"Clippings from miscellaneous publications of the periodical kind are either invaluable in a reference library or are only time destroyers and trouble makers. In looking over a number of scrapbooks in a library I thought how important to know all there is to be known regarding a work to which one is about to devote time. In reviewing my twenty-seven years with newspaper clipping I can see that, while the hours devoted to them have been fruitful, a little instruction would have doubled the returns."



Entered at the Chicago Postoffice as Second-class Matter.

BENJAMIN B. HERBERT, Editor.

Official Paper of the National Editorial Association.

Published Monthly by the

NATIONAL PRINTER-JOURNALIST COMPANY,

*Caxton Building, 334 Dearborn Street, Chicago, Illinois.
150 Nassau Street, New York.*

WILLIAM E. HERBERT, - - - - - Advertising Manager
BENJAMIN S. HERBERT, - - - - - Secretary

SUBSCRIPTION PRICE, \$2 PER YEAR.

In England, 10s. 6d.

May be obtained in England from the International News Company,
Breems Buildings, Chancery Lane, London, E. C.; and
F. O. Strong, 111 Fleet Street, London, E. C.

Subscribers and patrons will confer a favor on the National Printer-Journalist Company by sending in the names of responsible newsdealers who do not keep this monthly on sale regularly.

Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - NOVEMBER, 1900.

A bright paper, well arranged and in a good dress, has a similar, pleasing effect upon sight, as does a bright, intelligent, well gowned woman of erect and handsome figure. There is virtue and morality in appearance as well as in matter. Dirt and a dauby, misshapen, out of joint newspaper mechanically, show lack of regard for public taste and want of decency.



Be afraid of nothing in this world but cowardice, is a very good motto for a newspaper man and is scarcely less valuable for a job printer. Know your rights and the rights of your business and of the people you represent and dare these rights to maintain at all hazards. Know what your work is worth and dare to stick to the price. He who would knowingly seek to pay you less would seek by that much to rob you. He, who, ignorant of the real value, seeks to force you to take less, would be equally dissatisfied with a lawyer's charge, and at any rate, show a distrust in your honesty which is increased by yielding.



THE NATIONAL PRINTER-JOURNALIST gives, this month, considerable about the doings of the recent Convention of the United Typothetæ of America at Kansas City; yet not a tenth have we written. It was in every way successful and showed, throughout, a loyalty to the right and to the idea of mutual helpfulness in maintaining the same. President Hudson won golden opinions by candor and his temperate, gentlemanly bearing. The Kansas City Typothetæ grew in popularity every day of the session. Several outside of Kansas City won friendship and also worthy honor for clearness

of judgment and forcibleness in debate. The members of the body, as we believe, went to their several homes with better understanding of the possibilities of the organization and of each other than had been the case at any previous convention. The young men are coming to the front, too, which is a feature that gives promise of a still greater advancement in the future.



As a city is judged by its newspapers, so is a business firm judged by the quality of the printed matter it sends out. Printers should always bear this truth in mind and impress it upon their customers and should not be forgetful, at the same time, that a printing office is judged by the character of its work and the neatness and orderly appearance of the establishment.



There ought to be laws in every State in some way protecting newspapers and the public from fabrications that are sold and published as news. The publication of stories, and selling the same as actual facts, is obtaining money under false pretences, and when the publication extends to, or covers matters that bring great grief, sorrow and injury, as did the publication of the story of the massacre in Pekin, the publisher should be punished with heavy fines and imprisonment.



Judge Hemenover, at Canton, Ill., has overruled the motion to dissolve the injunction in the Palmer case prohibiting the ordering of a strike by the officers of the Union with the attendant attacks on the right to labor, to manage one's own business, and on the reputation and good-will of a newspaper, in that city. In concluding, the Court said:

"After having examined many of the best known authorities on the subject before us, as to the law, but one conclusion can be arrived at, viz.: That it is the judgment, order and decree of this Court that the motion to dissolve the injunction herein be and the same is hereby overruled, and that the bill of injunction as herein amended be and remain in full force and effect until otherwise altered, amended or removed by order of this Court or of a court of competent jurisdiction."



The editor of the *News*, of Clifton, Iowa, in recording his marriage, says:

"A queer thing happened to the fellow that runs this paper this week. About all he can remember about it was a vision of a minister of the gospel, a ritual, a murmur, which sounded like 'I will,' 'do you,' 'I do.' Shortly after his vision was cleared by hearing the minister say, 'congratulations, Mrs. Miller.' To be more explicit, and use a newspaper style, the above event means that Miss Lottie B. Stewart, of Junction City, and Ed. Miller, of Wakefield, were married Tuesday evening at the residence of Rev. J. C. Anderson, rector of St. George's Church. That's all there is to tell, for we weren't married at high noon (though we both thought it high time we were married), and the bridesmaids and best men, well, guess they weren't there. The bride wasn't attired in a handsome toilet, which anxious parents had spent time and money for weeks past to obtain; and the groom was attired in a conventional suit of ordinary everyday clothes. The beautifully decorated church was not filled with smiling, expectant guests, who were duly informed before hand that the wedding was to be on the order of a pound social or a Chinese bazaar. The only presents presented were the two who presented themselves to the rector, who presents the two by a few solemn words to the world as one. After leaving the residence we didn't take

a honeymoon trip, as *The Searchlight* was in the road, so we just went back home and donned working clothes, and have succeeded, despite the interruption, in getting the sheet out on time."

This is certainly true Jeffersonian simplicity, and we wish the bride and groom joy. It is an example that might, at times, be followed to advantage. True, marriage is a great event, and is worthy of being properly and solemnly celebrated, but when made a show for the sake of the show it comes frequently near being a burlesque, and when too burdensome expenses are incurred it may become a crime. Had the young man in Ohio who murdered his friend in cold blood to secure funds for an expensive wedding, been like-minded, with this Iowa editor, he might not have had his soul stained with one of the most horrible crimes on record; would not have brought the one he loved to a shame and sorrow worse than death, and would have escaped the hangman's rope, to live a life of true happiness and usefulness. There is frequently unjustifiable expenditures both at weddings and funerals.



With the material for four billion and five hundred million tons of wood pulp in sight, Canada claims to be able to supply the United States and British America for the next fifty years. Mr. George Johnson, statistician of the Dominion Department of Agriculture, is responsible for these figures and adds that Canadian spruce is of the very best quality for the purpose of paper making and that the Dominion is possessor of the largest spruce forests in the world with the further advantages in the wide distribution of water power and in the conditions of the labor market. Canada would do well to follow New Zealand and preserve the ownership of these forests and water powers in the government, in order that they be kept free to the people for the common use of all, as the bounteous gift of Nature, and also that, under proper regulations of government, the forest may be saved from waste and destruction. The permitting of the cutting of timber and the use of water power by individuals could be so regulated that the people would reap the benefit and there would be no possibility of getting the raw material under the control of one company or a few individuals. In America individual ownership has encouraged great enterprise, but possibly has tended to the over-centralization of the sources of wealth. No one will be blamed for this, for it has been the whole theory of the people and of their government, the teachings of the schools, of society and the business world, that every individual should make the most possible out of the opportunities granted.

HOW TO GET AND HOLD COUNTRY CORRESPONDENTS.

CARMAN, MANN., Oct. 1, 1900.

Mr. B. B. Herbert, Editor National Printer-Journalist.

DEAR SIR: Enclosed find payment of my subscription for 1900-1901. I find many and great benefits within the covers of the NATIONAL PRINTER-JOURNALIST and would not be without the paper. In my experience in connection with newspapers, I find there is a great difficulty in getting and holding country correspondents. If you can enlighten me as to the best method of working up country correspondence I shall deem it a favor. Wishing you every success, I am, yours sincerely,

ROBERT N. CASKEY.

The above question is one of the most difficult questions with which country publishers have to deal, yet this difficulty

has been successfully overcome in very many instances to the great advantage of the newspapers. Like every other desirable thing in business, there must be care, judgment and effort used. It is necessary, in the first place, to secure correspondents of reliability and good standing in each community, with a zeal for and pride in the work, who have a good deal of public spirit and pride in seeing their sections of the county, and the people thereof, properly represented. The more influential a correspondent the better. To secure the best, a personal and patient canvass is generally necessary unless personal acquaintance is had. A canvass must be supplemented with and preceded by correspondence. There is nothing like starting right. Having selected a correspondent, the next thing is to thoroughly interest him or her in the work; to magnify the office and make each correspondent to feel a duty to the local community and a loyalty to the paper; then furnish every possible convenience in the way of neat stationery and stamped, directed envelopes and a neat box in which to keep the same. Have full printed directions, instructions and suggestions pasted on the cover of the box; furnish each correspondent with a copy of the paper free, and also with such books, magazines and exchanges as may be desired and can be arranged for. Write frequently to each correspondent commending the work done and suggesting, in a friendly way, any possible improvement. Make each feel that he or she is a part of the paper. Give correspondents as far as possible official and social recognition, consulting with them, inviting them to the home of the editor and, once or twice a year, plan an excursion or other public entertainment for them. Try through excursions or picnics to get the correspondents together at least once a year to take part in social or literary exercises or to listen to discussions by prominent residents of the county on local interests, educational, moral, industrial and agricultural improvement and advancement—nothing stilted, but a picnic with speeches or discussions on lively local subjects in which the whole county is interested and the correspondents of the paper are recognized as helpers and promoters. If such gatherings could be held once every three months, in different sections of the county or adjoining counties, they could be made enjoyable and useful to the people as well as to the correspondents and the paper. They should be the picnics or meetings of the local correspondents of the paper and so advertised, and under the direction of the editor and publisher, they should be the committee on programme, though prominent citizens in each locality should be invited to take leading parts. On each occasion a basket picnic or midday dinner or lunch should be enjoyed together. Besides all these or such as can be carried out and made practical, cash payments should be made for extra work and correspondents should be recognized as the local agents of the paper and be given liberal commissions on all new subscribers obtained. In many instances it will be found wise to make a small cash payment, previously agreed upon, for every letter or correspondence accepted. In many cases, we know that the outlay of cash would be deemed too great a burden and an unprofitable investment, but this is frequently for the reason that the value to a paper of this local correspondence is not sufficiently appreciated by the publishers. What we have suggested has been with a view not only to economy but to the securing of more enthusiastic, loyal, intelligent and valuable service.

Among the Associations

THE newspaper workers of Omaha have formed a Press Club. The membership of the club is to consist of men engaged on the staffs or in the business offices of newspapers of Omaha, South Omaha and Council Bluffs, including daily and weekly publications. It is the intention to secure a suite of rooms centrally located, where suitable accommodations can be arranged for the newspaper men for their pleasure. It is possible that an associate membership will be provided to include professional men or others, who come in frequent contact with the newspaper fraternity.



Rock Island, Moline and Davenport maintain a Tri-City Press Club that has all the life and vim of these three beautiful Western cities. At a recent meeting the following named were elected officers for the ensuing year:

President—P. S. McGlynn, Moline.

Vice-Presidents—H. P. Simpson, Rock Island; S. W. Searle, Davenport.

Secretary-Treasurer—J. H. McKeever, Moline.

Directors—F. W. Rinck, Rock Island; J. E. Hardman, Davenport; W. A. Jones, Moline.

The retiring President, J. E. Calkings, delivered his annual address, which reviewed the work of the club during the past year, and offered many suggestions looking to the broadening of the scope of the club's usefulness and the mutual interest of its members.



PATCHOGUE, N. Y., Sept. 17, 1900.

Mr. B. B. Herbert, Chicago, Ill.

DEAR SIR: Enclosed please find the list of the newly elected officers of the Democratic Editorial Association of the State of New York, elected on September 11. Yours truly,

L. B. GREEN.

President—H. P. Witherstine, Herkimer.

Vice-Presidents—J. H. Farrell, of Albany; H. A. Reeves, of Greenport; Michael McCabe, of Haverstraw; L. W. Ferrenbaugh, of Waterloo.

Secretary—Frank P. Hulette, North Tonawanda.

Treasurer—Col. Fred Fergl, New York City.

Executive Committee—Luke McHenry, chairman, Chittenango; Charles W. Davis, of Valatie; L. B. Green, of Patchogue; James A. Zickler, of Carmel; C. A. Hart, of Stapleton; Dr. James W. O'Brien, of New York City; M. C. Reynolds, of Whitehall; Matt H. Hoover, of Lockport; E. S. Underhill, of Bath; John E. Kraft, of Kingston.



ASHLAND, ORE., September 19, 1900.

Editor National Printer-Journalist, Chicago:

The members of the Oregon Press Association were called to order in this city on the above date in annual convention by President James S. Stewart, who read his annual address. The address was an able and practical one, and at the close was heartily applauded.

The Secretary's annual report contained the following:

There are in this State 19 dailies, 173 weeklies, 5 semi-weeklies, 44 monthlies, 2 semi-monthlies, and 1 quarterly, or 244 publications admitted to the mails as second-class matter. They are classed, according to their usefulness, as follows: 98 Republican, 24 Democratic, 14 People's, 42 Independent,

16 religious, 2 mining, 14 miscellaneous, 6 stock and agricultural, 9 fraternal, 2 youths', 6 college, 1 musical, 1 lumber, 1 medical, 1 labor, 1 commercial, 2 drugs, 2 poultry, 1 Prohibition.

The following officers were unanimously elected for the ensuing year:

President, Albert N. Fisher, *Pacific Christian Advocate*, Portland.

First Vice-President, Frank S. Harding, *Telephone Register*, McMinnville.

Second Vice-President, Arthur Conklin, *Mining Journal*, Grant's Pass.

Secretary, Albert Tozier, *Mining*, Portland.

Treasurer, L. Couch, *News*, Wallowa.

Historian, George H. Hines, *Church Record*, Portland.

Sergeant-at-Arms, James S. Stewart, *Journal*, Fossil.

An invitation to hold the next annual meeting in Buffalo was accepted, provided, advertising transportation can be secured.

An invitation to be present at the Spokane (Wash.) Exposition on Editorial Day, October 6, was accepted.

The Association, by a rising vote, indorsed Albert Tozier for president of the National Editorial Association.

Mrs. Elizabeth Kenny, daughter of W. G. T. Vault, Oregon's first publisher, was elected to honorary membership.

A special committee of four presented the following, which was unanimously adopted:

WHEREAS, The President of the National Editorial Association, ex-Lieutenant-Governor Matt Parrott, of Waterloo, Iowa, has, by the decree of divine Providence, been called from the scenes of his worldly labors to his reward in the future life, therefore be it

Resolved, By the Oregon Press Association in its fourteenth annual meeting assembled, held in Ashland, Ore., September 19 and 20, 1900, that we hereby extend to the National Editorial Association this, our expression of sorrow and our sense of the great loss the fraternity has sustained by his death.

Resolved, That a copy of this resolution be sent to his family and to the National Editorial Association, with the request that the same be entered upon the records thereof, and a copy be spread upon the minutes of this Association.

A. N. FISHER,
GEORGE H. HINES,
D. M. C. GAULT,
ALBERT TOZIER.

The Association voted to adopt an official badge and have the same protected by copyright.

Place and time of next meeting was left to action of the Executive Committee.

The following were elected to membership:

L. Couch, *News*, Wallowa.

Charles E. Hicks, *Independent*, Arlington.

J. E. Gantenbein, *Fanciers' Monthly*, Portland.

A. E. Voorhies, *Courier*, Grant's Pass.

George Cornwall, *Timberman*, Portland.

Resolutions of thanks were adopted for the many courtesies tendered the members.

Yours respectfully,

OREGON.



The South Carolina Press Association met at Lithia Springs, in that State, September 18, and went through with the following elaborate and instructive program:

TUESDAY, SEPTEMBER 18—4 p. m.: Organization. Miscellaneous business, appointment of committees, reports of officers, etc. Evening Session: "Scraps of History of Journal-



SNAP SHOTS OF THE MISSOURI PRESS ASSOCIATION EXCURSION.

1 and 3—Viewing the Falls. 2—A Toronto Street. 4, 8, and 12—Seasick while crossing Lake Ontario. 5—Boat for Toronto.
6—Lewiston. 7 and 10—Painter and Watts. 9—Toronto Harbor. 11—Returning Home.

ism in South Carolina" (continued from a former session), Yates Snowden, *The News and Courier*, Charleston; "Advantages and Disadvantages of a Semi-Weekly," J. T. Bingham, *Lantern*, Chester; general discussion of the above subjects; miscellaneous business.

WEDNESDAY—9 a. m.: "Advantages of Typesetting Machines in a Country Office," A. E. Gonzales, *The State*, Columbia, S. C.; "The Value of Illustrations in Newspapers," J. C. Garlington, *Herald*, Spartanburg, S. C.; "The Relations of the Newspaper to Public Men," J. C. Hemphill, *The News and Courier*, Charleston; general discussion of the above subjects; miscellaneous business. Afternoon Session: "Newspaper Fakes and Fates," James T. Bacon, *Chronicle*, Edgefield; "The Golden Rule in Journalism," H. M. Ayer, *Times*, Florence; "Does It Pay to Run a Newspaper Upon the Credit Basis?" Jos. L. Stoppelbein, *Headlight*, Spartanburg; general discussion of the above subjects; miscellaneous business. Evening Session: "The Importance of an Ideal in Journalism," Rev. W. P. Jacobs, D. D., *Our Monthly*, Clinton, S. C. At the conclusion of Dr. Jacobs' paper a banquet was tendered the Association by Mr. Harris.

THURSDAY—9 a. m.: "For What Am I Running a Newspaper?" J. J. Hull, *Herald*, Rock Hill; "The Editor as a Judge of the Good Things of Life," R. R. Hemphill, *Medium*, Abbeville; opening of the query box and general discussion of queries and above subjects. Afternoon Session: Reports of committees, election of officers, miscellaneous business, etc.



The Counties of Stark, Columbiana, Carroll, Harrison, Jefferson and Tuscarawas, Ohio, have been organized into an Editorial Association "for the purpose of cultivating a just and proper spirit in business and other relations, and to secure harmonious action in matters of common interest; also to protect and assist each other whenever necessary."



A line from President J. W. White, of the Florida Press Association, tells of a pleasant trip by the members and their ladies, seventy-five in number, leaving Jacksonville October 9 at 8:15 a. m., passing a day in the beautiful city of Savannah, Ga., another day in Columbia, S. C., one night and part of a day at Raleigh, N. C., and thence on to Richmond, Va., where the party passed several days, enjoying many pleasant excursions on the river and through the interesting region around the old historic city. A trip through a more interesting region could hardly have been planned. This is a grand country in every part and there is no reason why, through a cowardly neglect of duties and obligations assumed, we should fail to extend, to lands benighted, the institutions that have made this land, once the home of savagery, so prosperous, wealthy, great, enlightened, grand and free.

THE TWENTY-EIGHTH ANNUAL OUTING OF THE PENNSYLVANIA STATE EDITORIAL ASSOCIATION, HELD IN THE DIAMOND CITY.

Nestled like a gem in the far-famed beautiful valley of Wyoming, lies the picturesque city of Wilkesbarre, which is charmingly located on the eastern shore of the North Branch of the Susquehanna river.

This city with its beautiful environments was the Mecca to which the Pennsylvania Editorial Association wended its way for the annual summer outing.

From the hour the editorial guests entered the city to the time of their departure, the different committees vied with each other in making their guests feel at home, and to enjoy every moment of their visit. The first trip on the program was taken via the Wilkesbarre and Wyoming Valley Traction Company's line to the Wyoming battle monument which stands near the place where the notable Wyoming massacre took place July 3, 1778. Dr. F. C. Johnson, of the *Wilkesbarre Record* gave a brief outline of that terrible massacre in which the defenseless settlers were overpowered and lost almost all

their men. The corner stone of this monument was laid in 1853. At 7 o'clock the same evening an exhibition of the city's splendid Fire Department was given by the fire "laddies" in honor of the city's guests at the Hotel Stirling, where the beauty and elite of Wilkesbarre assembled to welcome the "strangers within their gates." In this spacious hotel the visitors were received by a number of representative ladies and gentlemen of the city. The scene was brilliant; beautiful ladies and handsome men filled the flower-decorated lobby. The tables were beautifully trimmed with green boughs and cut flowers. The collation was served in excellent style.

Next morning a business meeting was held at headquarters in the parlors of the Wyoming Valley Hotel, at which Mr. Addison B. Burk, of the *Philadelphia Ledger*, First Vice-President, presided in the absence of President Kreps.

Monument Proposed for the First American Editor.

Mayor Nichols, in behalf of the city, delivered an address of welcome, which was greatly appreciated by the Association, in which he tendered to the guests the freedom of the city. In the course of his remarks he said: "The birth of the newspaper in this country is an event the importance of which has never been recognized. No doubt students of that department of history in which are recorded the achievements of American journalism appreciate our indebtedness to this institution for many of the richest blessings with which we are now favored, both in our public and private life. But the dazzling pageantry of military and political experiences of the nation diverts our attention from the footprints of the public press among those of other powers which brought liberty and civilization to this country.

"We celebrate the birthdays of the great men who conceived and gave victory to the revolution; of the illustrious statesmen and generals who have guided and maintained the life of our glorious republic. In monuments of oratory and song we accord testimonials of admiration and gratitude to all the brave Americans who defended the Union in martial conflicts.

"Recollections of nearly all great achievements in the marvellous development of our country and the grandeur and happiness of its people are preserved in customs from which issue demonstrations of joy.

"Among the few not thus commemorated is that which gave us the newspaper. This great achievement ought not to be ignored in our public jubilees. Those who planted the seed from which has grown the mighty power of the press ought not to be forgotten. They undertook the great work not because of any expectation of commercial gain, but in obedience to that spirit of progress and freedom which afterward proclaimed its mission in the Declaration of Independence.

"John Campbell is the real founder of journalism in the United States. He began the publication of the *Boston News Letter* on Monday, the 24th day of April, 1704, or over 196 years ago. This paper existed seventy-two years, or until 1776, and during the first sixteen years of this period was the only newspaper printed in the American colonies. True, nearly fourteen years earlier than the beginning of Campbell's venture, or on Thursday, the 24th day of September, 1690, Benjamin Harris, also a resident of Boston, attempted to enter the journalistic arena. He issued one copy of *Publick Occurrences*, which contained a small paragraph of news not presented in a manner pleasing to the members of the king's official family in the colonies. His effort was therefore immediately paralyzed by an edict of the public authorities, and poor Harris never afterward had sufficient courage to 'try again.' Hence John Campbell is entitled to the credit we have given him. He is the father of American journalism, and in the whole world only twelve publications were born earlier than his paper. In other words, between the introduction of printing and the date of the initial number of the *News-Letter* only twelve newspapers were published in both hemispheres of the earth. Indeed, when the first number of the *News-Letter* was issued, there were only



SNAP SHOTS OF THE MISSOURI PRESS ASSOCIATION EXCURSION.

1, 3, and 12—Going to the Races, St. Louis. 2—J. West Goodwin and Miss Woods. 4—Water Mills, Niagara Falls.
 5—Ferry at Detroit. 6—O. D. Gray and his Wife. 7—Niagara Falls. 8—Building Bridge at Niagara. 9—American Fort.
 10—Tower Hotel. 12—Bridge, Niagara.

three newspapers within the dominion of the British Empire. These three were printed, one in London, one in Scotland and one in Ireland. In the light of these facts we can realize the high deserts of Campbell, as the true founder of our present wonderful newspaper enterprise. The enterprise is most wonderful, and the rapidity of the growth which entitles it to this rating is not surpassed by any other department of American industry or invention. In less than 200 years the one newspaper has become the progenitor of nearly 21,000, and the smallest of these children is probably, in size, equal to its father multiplied by twenty.

The Second Centennial of Newspaper Making to be Celebrated April 24, 1904.

"The beginning of American journalism is truly an event that ought to be commemorated, and its author deserves a conspicuous place in the shining constellation of our country's greatest benefactors. On the 24th day of April, 1904, will end a period of 200 years since Campbell issued the first number of the *News-Letter*. At that time, the second centennial anniversary of this event ought to be most joyously celebrated, and the name of John Campbell, with deep reverence and admiration, carved in a granite shaft not inferior in design or quality to those of the greatest splendor erected to perpetuate the memory and deeds of America's most illustrious sons.

"I suggest that the movement necessary to pave the way to such a celebration be inaugurated by the Pennsylvania Editorial Association. Such action would elicit for this organization all over this land the highest praise. The cause it would thus undertake would gain the support of every true American and could not, therefore, fail to be crowned with the most glorious success."

At the conclusion the Mayor's address was enthusiastically applauded.

In reply to the Mayor's address, President Burk spoke of the beauties of the Wyoming valley, and complimented Wilkesbarre for the substantial evidences of prosperity. He said he had many times read and heard of Wilkesbarre's prosperity, of her industries, of her coal mines and other sources of wealth, beauty and grandeur. It gave him much pleasure to be present at this annual gathering and enjoy not only the renewal of old acquaintances, but also to drink in the manifold scenic delights.

The suggestion of Mayor Nichols, that the 200th anniversary of the founding of the first American newspaper in 1704 should be taken up by the Pennsylvania Editorial Association met with a hearty response and on motion of Col. Lucius Rogers, one of the most distinguished editors in the State, a committee of five was appointed to carry out the suggestion.

Mrs. J. W. Stofer offered the following resolution, which was unanimously passed:

"I move you, Mr. President, that a rising unanimous vote of thanks be tendered to the citizens of Wilkesbarre for their generous, open-hearted hospitality which they have tendered us; to the Mayor, Board of Trade, city councils, and reception committees, composed of public-spirited business men, who have taken time from business cares to welcome the State Editorial Association to their midst; for what they have done, are still doing, and will do for us during our stay among them. Especially do we wish to tender thanks to the ladies of Wilkesbarre for having added so much to our comfort and pleasure, as it has been the exception to the past, for only in a few instances have heretofore the ladies noticed our presence among them."

The meeting then adjourned and the members of the Association went sight-seeing, visiting several of the most important industries.

At 4 p. m. the party went to Harvey's Lake, the largest body of fresh water in the State, situated about fifteen miles distant from Wilkesbarre, the guests of the traction company, in charge of Mr. Thomas A. Wright, General Manager. This lake is charmingly located in a basin with hills all around it covered with forests. Handsome residences and beautiful villas are

dotted here and there on the hillsides. The Oneonta Hotel is a spacious and attractive hotel built on the shore of this lake and cost over \$100,000. After a chicken and waffle supper the party were given a delightful ride around the lake on one of the steamboats and landed at the Lehigh Valley Railroad picnic grounds, where a special train was in waiting to take the guests to Wilkesbarre. Later in the evening a reception was tendered the visitors by Mrs. J. S. Sanders and her daughter, Mrs. Dr. Morgan Weller, at their elegant residence on Franklin Street. The husband of the former is one of the past presidents of the Association. The house was elaborately decorated with plants and cut flowers. The lawn where the party was entertained was a perfect bower of beauty, palms and potted plants were scattered about in profusion, and electric light globes in many colors were hung in the branches of the trees, making it resemble fairy land. Elegant refreshments were served. The next morning a number of attractions were to be visited. Among them was the Meadow Brook Poultry Farm, the largest of its kind in the State. To this interesting place Mr. W. H. Capwell, the genial editor of the *Dallas Post*, chaperoned a party of congenial spirits, of whom the writer was one. Here we saw over 10,000 white Pekin ducks of all ages, from those just coming out of the eggs in the incubators to those two years old, kept for laying purposes; also thousands of chickens in the same stages. This firm disposes of about 50,000 ducks and chickens in the course of a year. We were especially indebted to Mr. Dorrence for favors conferred. This was a very interesting and profitable trip.

In the afternoon the entire party were the guests of Mr. Albert Lewis, who is known as the "lumber king" of Pennsylvania. The Lehigh Valley Railroad Company furnished the special train and the ride up the mountain was inspiring. As we approached the summit the Wyoming valley was spread out below like a panorama of beauty. The atmosphere was a little hazy but the view was magnificent. The train soon reached Bear Creek station and Mr. Lewis was there to meet the party and conduct them to his beautiful rustic lodge, Mokwa Inn, where he entertains his guests. Arriving at the Inn, carriages were in waiting to take the guests over a part of his vast domain, numbering about 30,000 acres of forest land. He has constructed ninety miles of excellent roads, the best ever traveled over, to which he adds ten miles a year, through a virgin forest where glimpses of the sun rarely penetrate the dense foliage and the aroma of pine and fern filled the air—such recesses and retreats where Titania and her court hold their accustomed fairy revels. This pre-eminently successful Pennsylvanian is thoroughly practical. He is a member of the State Board of Forestry, and the previous week he entertained them and escorted them over his vast domain, and gave them an object lesson in preserving trees. He is especially interested in the preservation of forests from fire. He has provided against such a calamity by having all dead timber cleared from his land, by having a large force of men constantly employed in removing all underbrush and dead limbs of trees, so there is nothing left for the flames to feed upon. A lake several miles in extent is utilized in winter to house hundreds of thousands of tons of ice, which is sent all over the United States, and in summer Mr. Lewis has a steamboat plying over its broad, expansive bosom to assist in entertaining his numerous friends and guests, who are always sure of a cordial welcome at this grand mountain retreat. During the afternoon a terrific storm came up—the thunder roared, the lightning flashed, the sky suddenly became dark and closed the view of the beautiful valley by sheets of rain whose formation was a beautiful sight. For a few moments the war of the elements was grandly exciting, almost terrifying, but the most of it was soon over and the air was delightfully cool and pleasant. In honor of the guests the Inn was handsomely decorated with laurel, fern, daisies and other wild flowers. At 6 o'clock supper was served. The tables were daintily set and filled with toothsome viands, which could not fail to tempt the appetite of the most cultivated taste of an epicure. At the conclusion of the feast a number of after-dinner speeches were made by some of the ablest editors of the State and then the party

wended their way to the station at sunset. The glorious orb of day was just sinking behind the mountains and cast a halo of light upon the foliage of Mokwa Inn, which was covered with rain drops, and formed a beautiful rainbow across the heavens from north to south over the Inn, making a picture any artist would covet. The day was a most enjoyable one and never to be forgotten. The party returned to Wilkesbarre about 10 o'clock, and as they reached the hotel Dr. Mason's Glee Club welcomed them with the most delightful strains of vocal music. This is an organization of Welsh singers, who sang at the Eisteddfod at Atlantic City this summer. They rendered several of their competitive songs, among them "Comrades in Arms" and "Martyrs of the Arena," which brought forth tremendous applause. This organization numbers eighty singers. After this Alexander's Band gave a concert of classic and popular airs that was very much enjoyed. The next morning everything was in a bustle about the hotel, as the guests were bidding each other good-by, to return to their homes and take up the every-day burdens of life, each one doing his or her best to lift up the levels of life or add some little to the sum total of human happiness.

MRS. J. W. STOFER, Cor. Sec.

Middletown, Dauphin County, Pa.

DEATH OF K. G. COOPER.

DENVER, COLO., September 27, 1900.

Mr. B. B. Herbert, *National Printer-Journalist*, Chicago, Ill.

FRIEND HERBERT: Another of our number has been called. K. G. Cooper died suddenly last evening of Bright's disease. He quite recently retired from the Republican Publishing Company of which he was so many years President and General Manager. He was about leaving for California to spend the winter for the benefit of his health.

No man in the fraternity in Colorado was more loved and respected than Kemp G. Cooper. He always took a most active part in promoting the welfare and best interests of our State Editorial Association; in fact was the only member of the metropolitan press who at all times took an active interest in the "country editor." He never missed a meeting of the State Association and served for years on its Executive Committee. He was, also, as you are well aware, continuously, for many years the Executive Committeeman from Colorado in the National Editorial Association. It was largely due to the untiring work and efforts of Kemp G. Cooper that the meeting of the National Editorial Association in this city two years ago was made so successful and pleasant.

When our Association next meets its Committee on Honored Dead will have an unusual list to remember—how many only the months yet to come will tell; but I am sure that the Committee will not forget to place, with words of highest encomium, a tribute to the memory of Kemp G. Cooper, of Colorado.

Fraternally yours,

ARTHUR E. PIERCE.

Mr. Cooper was one whom we remember as among our truest and most loyal friends. He was gentlemanly, unassuming and undemonstrative. He was a man of quiet, well-directed action rather than of words. His friendship meant the kindness of helpfulness with little or no thought of praise, glory or

other return. He sought no place further than the faithful performance of the duties of his calling and the obligations of good citizenship, of husband, father and friend—of the fraternal relationship which he recognized to exist between himself and all mankind, and especially, the members of the calling that he loved and honored. He was a loving father and a true patriot. We were in Denver at the time the regiment with which his son, then just out of the University, was connected, took its departure for Manila. We then got a clearer insight into the heart of this true man than would otherwise have been possible. He was all love and tenderness towards the son starting on the then almost unknown and recognized dangerous voyage in the service of his country, but this tenderness was broad enough to include, in most comforting sympathy, the almost distracted mother and sisters to whom this departure of the idolized son and brother seemed like an eternal farewell. As husband and father he comforted and encouraged all the members of his family but did not shrink from the sacrifice for country that caused his father's heart, filled with hope for his beloved son, the splendid unfolding of whose life he had watched from infancy, to be very heavy. At the time, we recorded in the pages of this paper something of the sorrow and patriotic self-sacrifice that we witnessed on this occasion, taking us back, as it did, to similar scenes witnessed in boyhood in 1861. But we step aside in this sad narrative, and give place to those who had known his daily life from week to week and year to year, while our meetings with him were but occasional. The *Rocky Mountain News*, Denver, of September 27, contained the following:

"Kemp G. Cooper, for eighteen years business manager of *The Denver Republican* and one of the best known newspaper men in the West, died suddenly at 8:30 last evening at his home, 1600 Colfax avenue. The cause of the death was Bright's disease, with which Mr. Cooper had been afflicted for some time. Tuesday afternoon he was down town, and while complaining of a slight indisposition, his friends anticipated nothing immediately serious. Last evening at 6:30 o'clock, while still ailing, he was at the supper table. Shortly after this, he complained of numbness in the hands and was taken by severe vomiting. He rallied and was laid upon a couch, while Drs. Van Zandt and Freeman were hurriedly summoned. The patient was given the best of attention, but two hours later, while insensible, he passed away. At the side of Mr. Cooper were his wife, his son Claude, his daughter, Mrs. Helen Pike of Chicago, and a few friends.

"Mr. Cooper was born in Bellefontaine, O., October 8, 1838, and moved to Jefferson City, Mo., in 1860, starting in the printing business. In January, 1861, he married Miss Mary E. Butcher. He came to Denver in December, 1871, and in three months returned to Jefferson City. Four years later he sold out his business and returned to Denver. He secured an interest with W. N. Byers in *The Rocky Mountain News*, and afterwards an interest in the *Republican* and for eighteen years was business manager of that paper. Only recently he disposed of his holdings. Mr. Cooper had a wide circle of warm personal friends in Denver and throughout the country who will mourn his departure. In the social circle he was greatly beloved and as the head of a family he will long be remembered as a model. The kindly grasp of the hand, the gentle word of encouragement, the modest unassuming manners of the man, all marked him as a genial spirit, who was happy not in the tumult of politics and in the wrangle for position, but in the quiet of domestic life. Mr. Cooper had a very extensive acquaintance throughout the country, as his connection with one of the leading newspapers of the West brought him into contact with men of all pursuits in life, during a period extending over many years. He was a favorite among newspaper publishers, not only of the more pretentious papers, but of the country press. As a member of the State Editorial Association he was a regular attendant of the meetings of that body, and as a member of the National Editorial Association, he shone in an element which he greatly liked. The deceased was never obtrusive and never spoke unkindly of others. He was at all times ready to help a worthy cause or a worthy individual in



KEMP G. COOPER.

need of assistance. R. F. Weitbrec was one of Mr. Cooper's most intimate friends, having been associated with him in a business way for thirty-one years. Speaking of his friend's death, Mr. Weitbrec said last night:

"Mr. Cooper was a perfectly trustworthy man in his business affairs. In his social dealings he was above reproach. One thing about him, he could always be believed. He had good, sound business sense, and gave close attention to anything he undertook."

"Mr. Cooper was a man of moderate means, yet he owned his own home. Wolfe Londoner expressed the deepest surprise and grief over the news of Mr. Cooper's death. At first he was scarcely able to believe it.

"Why, it was only yesterday that he was in my store," said he, "discussing the plans of a family reunion for to-day. He said his daughters were coming on from Chicago and Kansas City and there would be a gathering preparatory to his start to California for the benefit of his health. He even talked of plans for renting his house and I was to assist him in getting a tenant.

"He is the Colorado member of the Executive Committee of the National Editorial Association and has been a steady attendant at the meetings of that organization."

From the Denver Daily Republican, Oct. 4.

To the *Republican*: The recent sudden and quite generally unexpected death of Mr. Kemp G. Cooper brings forcibly to mind the fact that the "Grim Reaper" has been unusually active in the ranks of the National Editorial Association the past few months.

It was only last March that the Association held its last meeting in New Orleans. At that time Hon. Matt. Parrott, of Waterloo, Iowa, was elected president of the Association. He died six weeks later. His death was quickly followed by that of C. Y. Gilmore, of New Orleans, one of the Vice-Presidents and a most active member. Then came the news that Charles A. Lee, of Pawtucket, R. I., had been suddenly stricken down. He was past President of the Association and attended the Denver meeting, as did also both the others I have mentioned.

Beside Mr. Cooper, who was for many consecutive years executive committeeman from Colorado in the National Association, there have been at least two other deaths in the ranks, Mr. Cook, of Massachusetts, and Mr. Castle, of Illinois.

In a letter received by me this morning from B. B. Herbert, past President and founder of the National Editorial Association, he says:

"It seems something almost fated, the increasing list of deaths in our Association this year. Mr. Cooper was, as you truthfully say, one who was loved and respected by all members of the fraternity. He was of a quiet and unassuming nature, but a man who got very close to his friends and who everywhere commanded respect and kindly regard. Please assure his family and friends of my sincere sympathy and that of every member of the National Editorial Association of their great loss."

I take this method of conveying the foregoing message and have no doubt but that it expresses the universal feeling of members of the association everywhere, an association in which Mr. Cooper took unusual pride and personal interest for the past fifteen years. Very truly,
A. E. PIERCE.

THE WORLD'S NEWSPAPERS.

The records show that 68 per cent of all the newspapers published in the world are in the English language. Of the more than fifty thousand newspapers published, the United States and Canada issue 21,000; Great Britain, 8,000; Germany, 6,000; France, 4,200; Japan, 2,000; Italy, 1,500; Austro-Hungary, 1,200; Spain, 1,000; Austria, 800; Russia, 800; Greece, 600; Switzerland, 450; Holland, 300; Belgium, 300, and other countries about 2,000.—*Newspaper Maker.*

ANOTHER EDITOR PASSES AWAY.

M. B. CASTLE, of the Sandwich (Ill.) *Argus*, Deceased.

Owing to the absence of the Editor in the East, a notice of the decease of another who has been prominent in editorial organizations and a frequent delegate to the National Editorial Association, has been delayed. In the presence of eternity, as well as in view of the lapse between conventions at which such a loss will come to be fully realized, the matter of a month, more or less, of delay to a monthly in the interest of editorial organizations, is not so serious as not to be overlooked.

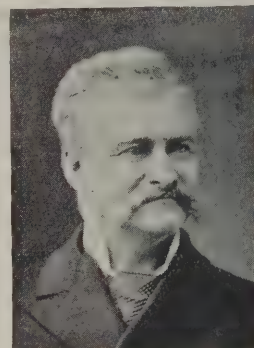
Hon. M. B. Castle, editor of the Sandwich (Ill.) *Argus*, who passed away from this life at his home at the ripe age of seventy-four years, was one of the early settlers of Illinois. He was born at Albany, N. Y., August 11, 1826. He settled in the village where he afterwards lived and died in 1856, but he did not enter the newspaper business until 1878, when he established the paper of which he was the editor at the time of his death. He was for many years an active member of the Illinois Press Association and a very regular attendant upon its conventions, taking an active part therein and enjoying, with zest, both the educational and social features of the State and National Associations. He was for many years a regular reader of this paper, but, while an acquaintanceship and friendship grew up between the editor of this paper and the deceased, the story of his life and its aim is best given by one who had intimately known him at his home, hence the readers of the NATIONAL PRINTER-JOURNALIST will be more pleased and edified by the following that appeared in the Sandwich *Free Press*, by one better informed and more competent to speak, than by anything that would be written here:

"In 1878 he established the Sandwich *Argus* and successfully edited it until his death, the same being conducted under the name of M. B. Castle & Son. In its columns he at all times championed the right in civic and religious life, and his pen was especially pointed in the advocacy of equal suffrage rights for women. Proudly he has said he lived to see the day where, in at least some of the commonwealths of our country, woman voices her opinions by right and power of the ballot.

"In politics he was an intense and stalwart Republican. He espoused his political faith fearlessly, asserted his opinions frankly, yet was never too intensely partisan to differ with his party upon economic questions, and, withal, his expressed views always commanded attention and his advice was ever safely heeded. He was chosen by his party in 1872 for State Senator in this district, and was re-elected to the same office in 1875. His official record bears the impress of the like ability, integrity and conscientious performance of duty which stand out as the marked features of his character in every walk and relation of life.

"As in business, he was equally zealous and energetic in religious affairs. In early life he identified himself with the Presbyterian Church at Ballston Spa, N. Y., and became a member of the same church society in Sandwich upon its organization, serving as Elder and as Treasurer of the Board of Trustees, and giving liberally—yes, bounteously—to its support until 1880, when he transferred his relations to the Congregational Society and remained in membership therein till his death. For many years he was active in Sunday-school work and was the first President of the DeKalb County Association; also held the position of member of the Board of Trustees of his church since 1883, and was prominent in the organization of the Fox River Congregational Club, ennobling its work both in substantial aid and by his voice and presence at the meetings.

"He was a charter member of Meteor Lodge A. F. and A.



M., and also held membership at his decease in Sandwich Lodge I. O. O. F. and in Woodbine Rebekah Lodge, of this city.

"His death was the first to occur in his immediate family, which consists of his widow, Mrs. Freeloove K. Castle, to whom he was united in marriage in 1857; his son, John B. Castle, junior partner in the law firm of Blee & Castle, of Sandwich, and two daughters, Mrs. Louise R. Walbridge, of Russell, Kan., and Mrs. Grace F. McGinnes, of Aurora, Ill. Seven grandchildren survive.

"These are but the general features of the life of our deceased friend, M. B. Castle. In order to catch more truthfully the deeper glimpses of his character, it is necessary to refer to the inspiring features of an acquaintance and close personal companionship both in business and socially, extending over a score of years. In such companionship the gold in his nature glistened. He believed in fair play, in justice and in the strict observance of the golden rule. He had no policy except the policy of right. Whether on the rostrum, in the sanctuary, or in the home; whether he smiled, spoke or wrote, there was a personality in each which suggested an undisguised and honorable manhood. His speech was crisp and pointed; his pen trenchant, and he by no means could distort or disguise an intent, for whatever he said, either in jest or in earnest, was possessed of no obscurity. He looked on the bright side of life and carried buoyancy into his companionships and business pursuits. He breathed into his associations touches of himself, and forced those around him to feel something of his exuberant personality. No matter if trouble pressed about him, he kept it in the background, and with a kindly smile, a pleasant salutation, a graceful wave or hearty grasp of the hand, greeted his friends. He displayed graciousness and courtesy in business as well as in social contact.

"Coming to Sandwich, a hamlet, he grew with its growth, his active life history has been measured by that of his adopted home, and to his loving and devoted wife, to his children and his kin, to his business associates and friends, to his neighbors and a far extended circle of acquaintances in religious, civil and political life, he leaves the proud remembrance of an unselfishly successful life, the legacy of an untarnished name and the proud record of a world made better by his having been a factor in it.

"With the prudent forethought of a practical man, Mr. Castle, some years ago, provided that in the event of his decease, his estate should remain undivided, descending to his wife, and that the business established by himself should continue as heretofore, Mrs. Castle's interests being protected and cared for by Mr. Mosher, his life-time partner, and his son, J. B. Castle, who will succeed his father in the editing and conduct of the paper, with whom he had been associated as partner from its establishment. Mr. Castle previous to and during his newspaper life had been connected with the banking business."

COUNTRY JOURNALISM.

Under the heading of "Things in General" the *Texas Coaster* has this to say about country papers and country editors:

"The hallucination of newspapers is frequently more startling than that of individuals. Just why such is the case it is difficult to understand because a newspaper simply reflects the sentiment of a man behind a pencil who is, as a rule, not above mediocre. But the didoes some men will cut when the opportunity presents itself is as peculiar to country scribes as are the ways which are dark and the tricks which are vain to a heathen Chinese. A little learning is a mighty dangerous thing to the individual who possesses it, and so is a little newspaper. Ostensibly the mission of a newspaper is to give the news. It may legitimately comment upon matters of public interest. It may properly seek to mould public sentiment. It may rightfully deal with political questions which are oftentimes vital both to the State and Nation. It may aid individuals in their lawful ambitions. It may boost its home. It may fight for its party and may look out for itself. But it cannot legitimately vent its spleen upon the individual citizen. When it descends to that kind of work, let its object be what it may, it becomes 'yellow,' and falls without the line of legitimate

publications. It becomes a menace to the community in which it lives and a detriment to the people who support it. The opportunities for the country papers to accomplish good results for the communities in which they live are multiform. And if they would only grasp them, and utilize them, how different the conditions would be. The average country newspaper publisher seems to be in ecstatic joy when he can find some individual, of whom he is not afraid, upon whom he can turn loose his volciferate spleen. He does so in a spirit of bravado and insolence that is disgusting to the public and disheartening to country papers that seek to do a legitimate business. Indeed, this kind of 'journalism' is not confined to the country, but may be found in the larger cities. And to the credit of the country papers it may be said to exist among them upon a much more limited scale than elsewhere. Indeed, that line of 'journalism' exists chiefly in the cities where some second-rate paper is fighting for subsistence, and is acting on the supposition that by pulling down a contemporary it can build itself up. Some of the misguided country papers take up the cues then offered them and descend as a necessary sequence to a level with the papers that they ape. As a result they die a slow death, and when the end comes there are few mourners at the funeral. The country papers which wish to do a legitimate business can solve the problem thus presented without difficulty if they will. Don't ape the dirty city sheets that live upon sensations and flourish upon the misfortune of others. Give such papers a wide berth, and when comment is made upon them, let the comment be wholesome and just. Don't cower before a villainous sheet that neither respects man nor fears God; but expose it, and to the limit of your influence and power shut off its circulation and its power to do harm. Fight it as you would an epidemic and hit it a blow wherever and whenever you have the opportunity. Texas has been infested with dirty papers which live upon carrion and subsist upon filth. It is a duty which respectable papers owe to themselves and to the decent element of the public to fight such sheets until they are driven out of business. It is, of course, unpleasant to soil your hands in dealing with filth, but where the necessity exists do not falter. So long as such publications are encouraged they will continue their nefarious work. They are the buzzards of journalism that feed upon carcasses; the vultures that live upon sorrow and distress; the fiends that make money out of misfortune and shame; the devils that ought to be in hades and will eventually go there. The world is full of purity and goodness. It may be found without great effort, and let our mission as publishers of country papers be to point out the good and the true; to hold up examples of good men and women, who live among us in countless numbers; to screen misfortunes; to curtain shame; to help make the world happier and better."

COUNTRY NEWSPAPERS.

Albert B. Kimball, of the *Scandia* (Kan.) *Journal*, estimates the cost of producing a country newspaper with a circulation of about 1,000 at 5 cents an inch. He does not think much of the job office, and cites the case of a publisher who said he could run his paper with a pay-roll of \$18 a week, but, including the job office, the sum needed was \$40 a week, and the job work did not make good the difference.

In such circumstances as these Mr. Kimball thinks the rate for advertising in country papers should be 10 cents an inch for each insertion, and never less than 5 cents. But "this is possible only when the office is well equipped and able to give the advertiser full return for his money, and the publisher has the capital and the backbone to turn down every proposition that will not yield him a legitimate profit. And this is where the county printing and the postoffice come in. They give a man a stated income and make him independent to a certain extent of Tom, Dick and Harry, and so make it easier to demand what is rightly his, and to get it."

Mr. Kimball, who told of his experience in a paper read to the Kansas Press Association, finds that country publishers pay little attention to subscriptions. He had bought three newspapers and in each case there was nearly as much money due on subscriptions as the purchase price of the paper amounted to.

Advertisers who use bucolic mediums will wonder whether they get good value for money spent in papers that would not pay without political pap. And discontented young newspaper men in towns should stop to think whether the country editor leads such a merry life, after all.—*The National Advertiser*.



**PUBLICITY
(AND)
MORE WORK**

FOR PRINTERS,
PRINTER-JOURNALISTS,
ENGRAVERS, DISTRIBUTORS ETC.

WHY THEY SHOULD HAVE THESE THINGS.
HOW THEY CAN COMMAND THEM.

CONDUCTED BY ICONOCLAST-BUILDER.
186 SUMMER ST. BOSTON, MASS.



THE TIME is now short in which to send in your letters for the \$20, \$10 and \$5 prizes offered in connection with subjects dealing with "Publicity and More Work." For full particulars in regard to these prizes, and hints upon the subjects of the competition, it would be well to consult the last two issues of the NATIONAL PRINTER-JOURNALIST.

We believe that this competition will have the effect of cementing "the tie that binds," or ought to bind, into one harmonious company the workers in the arts to which this department is devoted—the arts upon which the glorious science of Advertising—the promoter of trade and consequently of civilization—inevitably depends.

* * *

SHOULD SOLICITORS BE EMPLOYED?

A printer in a small Mississippi town writes us wishing to know if we consider it advisable that the trades this department likes should employ solicitors as a means of getting more work.

It all depends on the solicitors.

Perhaps there is no trade or profession in which so many varying degrees of ability are found, as soliciting.

There are men who could sell ice at the North Pole. There are others who could not sell gold dollars for a nickel. The last experiment was tried in New York, and the man who was given the gold dollars failed to dispose of them, though it was to his advantage to do so, at this decided sacrifice.

There are some solicitors who know nothing about the printing trade, for instance, who can get orders for printing, as they could for anything else, with remarkable facility. But it is generally best to have as your solicitor a man who knows considerable about printing.

If a thoroughly reliable man, who is willing to work on commission, is willing to try his luck at soliciting orders for your office, you should allow him to do so, if he has a pleasing appearance and manner. Some men who are thoroughly reliable are nevertheless poor persons to employ, even if they work for nothing and find themselves.

A poor solicitor is worse than none. And there are many able solicitors who sometimes get the firms that employ them into trouble, because of their lack of conscience.

Any way in which you can bring your business prominently and pleasingly before the public, to the end of attaining more work, is good and profitable publicity. But the employment of solicitors by a small firm requires a considerable amount of discretion.

If you have a compositor in your employ whom you are certain can be relied upon to hustle and get orders, you would better give him a trial. There are many employees in small printing offices who are awakened to an interest in the business if they are given just such a chance of earning a little outside of their regular pay. Many of your employees have friends whom they can interest as perhaps you could not. Let the job compositor who has obtained work for your establishment do the job himself, and you will increase his self-respect,

and also his interest in the business, if he is the right sort of man.

But never let the salesman altogether take the place of those silent, unobtrusive salesmen—printed matter. Show your faith in connection with your own business in the kind of business-bringing matter it is your aim to get other people to use in *their* business. Exhibit an abiding faith in your own medicine. Act on the principle that if has cured others, it must cure still others, and of the "still others" one is you.

* * *

AN EXPENSIVE BUT GOOD ADVERTISEMENT.

In the June instalment of "Publicity and More Work" we spoke of "Bartagraphy" as a word which has not as yet got into the dictionary, but deserved a place there, as expressing a concrete and definite idea. The underlying idea upon which the work of the Barta Press is based is the importance of *good* typography.

The Barta Press is acting up to our view that the best kind of advertising for printers is samples of good work done for others, and done with that genius which is the sign of every born artist—"an infinite capacity for taking pains." Surely no printer could have a better advertisement than the sending to possible large customers of such a book as the Autumn Catalogue of the Gorham Manufacturing Company.

The book measures 15x11 inches, and contains 240 pages. It is replete with half-tones of silverware, and is printed on the best paper we have ever seen in a catalogue—the kind of paper fine-screen half-tones should certainly have, in order to appear to the best advantage. But many other printing concerns spare no expense to secure good paper for their half-tone work, and yet it is of little commercial value.

A half-tone, if used for the purpose of publicity, should possess clearness and distinctness of detail as well as color and softness. It should be useful as well as beautiful. Recent advances in photo-engraving have made the half-tone a more useful expositor of detail than the finest and most expensive woodcut. But a half-tone picture made without care or brains is worse than worthless as an advertisement. The finer the half-tone, the greater the skill required to make it print well.

The most delicate instruments fail to work properly if they are used by a tyro or a bungler. The fine plate, the fine paper—even the fine press—are of little avail in making beautiful and useful half-tone pictures unless there are the brains and skill and care behind all these that constitute high-class presswork. In these days when advertisers realize the value of good presswork, it is the man behind the press who is the high-class advertising hero. It pays printers to be brainy and skilful and careful. It ensures advertising matter which brings before the eyes of distant buyers a perfect representation of the grace and beauty of the ware it represents.

The Barta Press takes especial pride in its presswork, and its success should be an inspiration to the printers who read this department. Bring before your customers the importance of good presswork—but not before you understand the very soul of that press of yours. You can do it with care—and

that care should make a great difference in your business. When you have done a particularly fine job of presswork, send or take it to that member of a firm who can appreciate a good thing when he sees it—who can, for instance, see the tremendous commercial advantage of a good half-tone picture in a catalogue over a poor one. If you do good work, and bring that fact clearly before the men who would profit by good work, you should soon get more work at good prices.

* * *

THE ADVANTAGES OF LETTERHEADS.

Mr. Will K. Davis, editor of the Milton (Wis.) *Journal*, writes to the *Inland Printer*:

"Recently a local editor ordered a machine from a Chicago house, writing his order on a letterhead which an obliging manufacturer has generously given him. The sheet bore not only the name and address of the local dealer, but a cut of the manufacturer's plant and its location—La Crosse, Wis.

"After waiting some time and learning nothing from the house, the dealer ordered a similar machine from another house. In the meantime the price of the machine had advanced \$5. Later it was discovered that the firm receiving the first order had promptly shipped the machine and mailed the invoice to La Crosse. They returned the machine to Chicago, paying out \$15 for freight. The purchasers, who had also lost \$5 in the transaction, promptly went to the local printer and ordered a supply of stationery."

Mr. Davis guarantees the truth of this story by stating that he was the printer.

It is strange how many business men yet remain unconvinced of the positive necessity of such "printed matter" as letterheads, noteheads, billheads, etc. The possibility of such an accident as Mr. Davis relates is by no means the only reason why every business man should use business stationery. The saving of time effected by the use of printed letterheads, etc., in itself far more than compensates for the cost. The standing of a man who writes business on a blank sheet of paper is certainly affected by his lack of up-to-dateness. Many a small business uses printed letterheads, etc., but sends its letters in plain envelopes. There are very few large concerns which do this, however—if there are any—unless they have some special reason for secrecy, as in the case of some medicine firms, etc.

The United States Postal Department is very particular in advising patrons of the mails to have their names and addresses written or printed on the face of the envelope. The department undertakes to return such letters, whose senders are thus identified, if they are not called for. In all other cases they go to the Dead Letter Office, and much delay, uncertainty, etc., are the result. We know of many persons who take the department's advice in this matter with their private, as well as their business letters. An enormous amount of time is wasted in writing one's own name and address on an envelope. Printers, engravers, etc., should advise people of this most unnecessary waste of time.

* * *

MORE READY-MADE ADS.

The ready-made advertisements which we published in order that local printers and publishers might the more easily induce gas companies to popularize gas as fuel, met with an extremely cordial reception. Many printers have written us that these ads were the means of inducing gas companies to become firm and consistent believers in the efficacy of printer's ink. There is a demand for more of these ready-made ads, it being realized that there are many good arguments which furnish the very best kind of advertising, and can be used with great force, even in localities where some conditions are different from those prevailing in other places. It takes tact and ability to prepare good ready-made ads, and the ones we were enabled to give displayed those necessary characteristics.

We take pleasure in announcing that we have made arrangements by which we can furnish our readers with ready-made advertisements every month, for many different

trades. The first installment will be advertisements for telephone companies.

* * *

EFFECTIVE SAMPLES.

Last month, in speaking of a specimen-book put forth by a leading Chicago firm, we called attention to the difficulty of reproducing the richness of furs in illustration. The Suffolk Engraving Company of Boston have overcome this difficulty, and are naturally desirous that their success should be recognized by fur importers and dealers. So they are sending out a booklet of twelve pages and a colored cover, which they issued for a Boston firm which makes a specialty of hats and furs. The paper is of a high grade, with a surface-stipple that seems to enhance the effectiveness of the half-tones. They have done a particularly fine piece of work for one house, and they are sending the booklet to other houses in the same line of business in order to show what they have actually done for others. Such a course is, as we have hitherto hinted, an excellent advertisement.

* * *

THOSE "ADVERTISING INDEXES."

We spoke in the September issue of the want of the "long-felt" variety that was filled by McKittrick's Directory of Advertisers. We have had several inquiries as to where this book can be procured. The address of the publishers is 108 William St., New York City.

* * *

HOW TO TALK TO NON-ADVERTISERS.—II.

One of the local businesses that would be benefited by advertising, but has to be educated to the fact, is the art tonorial. Barbers in the smaller cities and towns make considerable money at their profession, and are generally progressive men. They are as ready to listen as they are believed to be ready to talk. And they should be particularly ready to listen to any advice or argument that would be likely to cause them to make more money—to listen to any scheme of advertising their business so that the call "Next!" would never be made to empty chairs.

Here are a few questions to spring upon devotees of that ancient and honorable art:

Could you accommodate more people than are shaved in your shop?

Would it not pay you to employ a larger force of assistants if you could get a sufficiently large trade?

Of course, it would, you reply. But what you very naturally want to know is, How are you going to increase the number of your customers? How are you going to convince the persons of your neighborhood who shave themselves that it would be of advantage to them, as well as to themselves, to be shaved by *you*?

There is a way to convince these people. It is not an untried way. It has been tried by men of nearly all arts, professions and businesses. The men who have adopted it have had an enormous advantage over their competitors. The way is by advertising.

You might tell them this little true story of the effect that one kind of advertising had on a barber's business:

A newspaper and advertising writer of our acquaintance was sent by his paper to "write up" a certain part of the country. He came one night to the watering-place where his "best girl" was staying, and his newspaper allowed him but one night in this haven of rest. Before going to see the adored one he naturally wished to visit the local barber. He happened, like all newspaper men, to have a tough beard, and the barber was one of those who had a natural aptitude when practicing on such men of removing the epidermis while leaving the hair. He so mutilated the physiognomy of the luckless scribe that he was compelled to leave town without calling on his inamorata. But he had recourse to the power of the press. In his account of his journeyings he wrote a half-column of his painful experiences in the barber shop, and cut

the barber as unmercifully as the barber had cut him. At the end of the harrowing description he made this consoling announcement:

"There is no charge for this advertisement."

The report was widely and appreciatively read, and the city people who intended to visit the watering-place carefully remembered the location of the barber shop and determined to shun it. The natural consequence was that the barber soon had to shut up shop. He learned by bitter experience the effectiveness of an advertisement.

This little story should point a moral, even to the barber who need never fear this particular sort of free ad from a representative of the press.

Here is the point you should make to the barber of your village: If publicity of an undesirable nature could close a bad barber's shop, why should not sympathetic publicity fill the establishment of a good one?

One of the conductors of this department once got up a magazine advertising a summer resort, which resulted in a great influx of tourists to the little town. Upon the editor of the magazine himself visiting the place at the end of the season the barber who had been wise enough to advertise said: "I have had by far the most of the tourist trade in this town this summer. People from New York and Boston who came to this place to spend the summer because they read the magazine, used to tell me, 'One of the most important things I wanted to know when I decided to come here was, Is there a good barber shop?' I read your bright little announcement, and concluded there was. You were the only barber who seemed to have confidence enough in his establishment to advertise, and if I hadn't seen there was a good barber-shop here I mightn't have come at all. I said to myself, 'Well, if I go to that place I guess I won't have to worry about the soul-stirring question, What shall I do to be shaved?'"

That particular tonsorial artist found advertising such a potent aid in the summer that he did not see why it should not enliven his business in the winter, when trade was naturally dull. By the employment of printer's ink he converted many men who had always shaved themselves into firm believers in the advantages of patronizing such a splendid barber and dermatologist as he undoubtedly was. So he had a particularly successful winter as well as a particularly successful summer.

* * *

THIS BRINGS US TO THE WINTER QUESTION.

We have said enough about tonsorial advertising for this time; we hope you will repeat it, with additional arguments and examples of your own, to the local barber, to your abiding advantage as well as his. Now here is a point you should bring to the attention of all who advertise spasmodically or not at all:

The winter is the reading period of the year. The printed matter that is issued in the winter season has a much better chance of being thoroughly digested than the printed matter issued at any other season of the year.

Some advertisers who deal in goods that are appropriate only to the summer season, realize that Winter is the time of year when people read, and claim that it is, because of this reason, a good time of year to impress people with the importance of their wares, even if they do not need them till next summer.

This is only a brief hint of the importance of the winter campaign. We shall have more to say when winter is at the gate concerning the way to obtain more work not only for the Christmas season but also during the dull period which succeeds the New Year and keeps up till spring. For such a protracted period of dullness there is no excuse.

* * *

CHRISTMAS IS COMING.

Now is the time to get in line for the Christmas rush. If you are a local publisher, have you ever tried the special Christmas supplement to your paper? It is dead easy to get advertising for such a paper, for nowadays there are very

few who do not believe in advertising at Christmas, even if it is extremely difficult to persuade them to advertise at any other season of the year. Now is the season to talk Christmas and New Year business, and get all the work of this kind you can to do before the inevitable Christmas advertising fever sets in. Take a good grip of the forelock of Time and you should be kept busy to an extremely cheering extent from "right now" till after the beginning of the twentieth century.

* * *

A NEWSPAPER TYPE-BOOK.

"Tell your type," was our advice to the printing trade in the September issue of the NATIONAL PRINTER-JOURNALIST. And that progressive up-to-the-minute newspaper, the Boston Herald, is telling its types in a 48-page "Book of Types," which it has just issued. The book measures 11x7 inches, and its style is shown by the accompanying reproduction:

<i>Antique Condensed.</i>							
Number of Type.	6-point	8-line	Letters 28	4-point	8-line	Letters 40	Number of Type.
121	THE HERALD REACHES THE HOMES OF TH			Boston Herald Has the Largest Home Circulation			122
123	8-point	8-line	Letters 22	8-point	8-line	Letters 20	124
	THE HERALD REACHES THE HOM			Boston Herald Has the Largest Home			
125	10-point	8-line	Letters 10	10-point	8-line	Letters 27	126
	THE HERALD REACHES THE			Boston Herald Has the Largest			
127	12-point	8-line	Letters 16	12-point	8-line	Letters 20	128
	THE HERALD REACHES			Boston Herald Has the La			
129	18-point	4-line	Letters 12	18-point	4-line	Letters 10	130
	THE HERALD REA			Boston Herald Has t			

<i>Antique Extra Condensed.</i>							
Number of Type.	12-point	8-line	Letters 24	12-point	8-line	Letters 30	Number of Type.
131	THE HERALD REACHES THE HOMES			Boston Herald Has the Largest Home C			132
133	18-point	4-line	Letters 10	18-point	4-line	Letters 25	134
	THE HERALD REACHES THE			Boston Herald Has the Largest			
135	20-point	4-line	Letters 1	20-point	4-line	Letters 21	136
	THE HERALD REACHES T			Boston Herald Has the Lar			
137	30-point	6-line	Letters 13	30-point	6-line	Letters 17	138
	THE HERALD REAC			Boston Herald Has th			
139	42-point	8-line	Letters 11	42-point	8-line	Letters 14	140
	THE HERALD RE			Boston Herald Ha			

SAMPLE PAGE OF A NEWSPAPER'S TYPE-BOOK.

The information given concerning the number of letters in the line should be of decided aid to *Herald* advertisers who prepare their own advertising, and there are a good many professional ad. smiths who would find it particularly convenient. There is no allowance made for spaces, but the three or four or more words to a line strikes a fair enough average. When the book comes to the 8-points, and the 6-points, and the 5½-points, it reproduces and re-reproduces

the opinion concerning the *Herald's* value set forth by Mr. Leeson, whoever he may be.

The *Herald* has not a great variety of types, but has a pretty full series of each. Like nearly all the other Boston papers its favorite display types are the Gothics and Dorics.

An idea for a similar type-book for the smaller newspapers, which we submit for what it is worth, is to have a little more variety of phrases than the *Herald*. This would avoid such incomplete expressions as "The Boston *Herald* Has the Lar," etc. Fill the lines with the names of advertisers who use your paper or patronize your job office, and let them see how their names, etc., look in 12-point Jenson or 36-point Gothic. Try the same plan with business men who do not now advertise by means of your newspaper or job type, but whom you would like to have advertise in this manner. There are very few people who are not pleased with the appearance their name has in print. And many a business man who has been such a poor business man hitherto as not to advertise may be induced by this means to have his name and style appear regularly on printed matter turned out of your office.

* * *

A HOUSE ORGAN.

A pretty fair pace is set by a house organ entitled the *Pacemaker*, published monthly by Francis H. Leggett & Co., the large wholesale grocery and provision house of New York. It contains eight pages, 9½x12 inches, and its mission is as follows: "The encouragement of mail orders from grocers who are not regularly visited by our salesman, and in the temporary absence of salesmen to serve as a vehicle of information upon changes in stock, in price, etc." This information is dispensed in a humorous and interesting manner. The paper virtually acknowledges our contention that good printed matter can take the place of salesmen to a large extent.

* * *

PEN AND SCISSORS.

The pen and scissors, taken together, make the sword look like a rusty crowbar. We hail with pleasure the initial number of *Pen and Scissors*, which is published at Meriden, Conn., by William G. Snow, a well-known advertising man, and manager of the International Silver Company.

It is a 34-page magazine, and, inside and out, presents the peculiar attractiveness of typographical neatness. The headings, sub-headings, running-heads and folios are set in the new and beautiful Camelot type, which alone makes the publication look extremely neat and tasty.

The paper is "issued for private circulation among amateur journalists of yesterday and today." It is the reincarnation of *Pen and Press*, a well-known and highly respected paper, which died, deeply regretted, in February, 1880.

The pen is mightier than the scissors when wielded by such a bright and entertaining writer as Mr. Snow, and the magazine is made up largely of the product of his facile and voluminous pen. Though the publication is ostensibly for amateur journalists, there is probably not a professional journalist or printer-journalist who would not be profited by a careful perusal thereof.

There are valuable letters from printers and professional journalists which are of much value. But the article that should particularly interest the readers of this department is one of Mr. Snow's, "By an Advertising Man." The editor appears to be of the opinions expressed in divers issues of this department, judging from the following extracts:

If possible, take a few of the half-a-dozen good advertising papers that are published. They are full of matter interesting to the printer-journalist.

Do as others are doing, and profit by their experience. Life is too short to attend to all the minor details, and as long as results can be shown, that is sufficient.

As long as Mr. Snow wields the pen, we shall be pleased from time to time to use the scissors on what he has written.

The Proofsheets.

GRAMMARIANS IN PRISON.



STAR OF HOPE is the name of a paper printed and published in Sing Sing prison, New York, and is edited and printed by the inmates of the four State prisons. It is well done. A controversy is in progress in the columns of the paper which will prove of interest to the readers of this department, and the liberty is taken of reprinting it:

STAR OF HOPES.

NOTE—There have been differences of opinion expressed regarding the pluralizing of *Star of Hope* on the part of our readers. We give below one criticism and a *solicited* answer. The debate is open to all. Now, Auburn and Clinton grammarians, is your opportunity. Our position, unless otherwise proved, is unalterable, and we will continue publishing *Star of Hopes*.—ED.

NEGATIVE.

I've seen on the land, in the sea, and in space,
Strange beasts and strange birds, strange ships with strange
ropes,

But Genitive never for Nominative case

Arranged like your singular the *Star of Hopes*.

Now, Mr. Editor, personally, I don't believe, much in rules. I know a lot of men, who cannot write, yet who are always ready with the most admirable reasons for everything they have done, and can show, in the most conclusive way, how Shakespeare is wrong, and how he might be improved. And I have always found the knowledge of, and attention to, rules so accurately in the inverse ratio to the power of the writer that I have myself no doubt that the law is constant, and that men's smallness may be trigonometrically estimated by the attention which, in their work, they pay to rules, especially rules of composition. To the nice mind, if a phrase does not look well, 'tis not well, and 'tis blotted out sans hunting for rules. For there is no surer sign of defective education than the want of power to understand the universality of the ideal truth.

The unoffended vision of intellect can see how wrong the following sentences are: The Daughter of the Revolutions, for The Daughters of the Revolution; The Bank of Commences, for The Banks of Commerce; The Republic of North Americas, for The Republics of North America; The Ray of the Suns, for the Rays of the Sun; and *The Star of Hopes*, for *The Stars of Hope*. You may note that these are all titles—just what you claim as a reason for squinting construction. But you wanted a rule. Here it is: "A noun which limits the meaning of another noun, denoting a different person or thing, is put in the Genitive Case." Section 211, Andrew's and Stoddard's Grammar.

Now, in conclusion, if you will parse this sentence, according to your rule, or want of it, you ought to see the point. "The *Star of Hopes* are plentiful in Sing Sing." When you try it, you will find just this: "*Star*" is the subject; "of hopes" is the limiting phrase, with "*Hopes*" in the Genitive case with "of;" "are" is the predicate and must agree with the Nominative *Star* in the singular number—"is;" and there you will stop, and rewrite your sentence, provided you have any sense.

SING SING, 50,479.

AFFIRMATIVE.

Of late, the atmosphere hereabouts seems to have been surcharged with disputation regarding grammatical or orthographical construction, and that, too, with reference to one of the simplest of questions, the plural of nouns.

The latest subject of controversy is whether, in referring

to more than one copy of this paper, we should use *Stars of Hope* or *Star of Hopes*.

Come, let us reason together. With but few exceptions, such as beaux as the plural of beau, which preserves the form of the original French, oxen as the plural of ox, a relic of the old Dutch language, and a few irregular plurals, all nouns in our language are pluralized by the addition of the letter "s," or, if the singular ends in "s," by the letters "es." I know of no exception to this rule, beyond those I have mentioned.

It then becomes necessary for us to inquire what, in speaking of this paper, is the noun to which we refer. In the present case, this is easily determinable. I believe no one will have the presumption to contend that a star, *per se*, possesses the quality of hope. We have stars of brilliancy, of beauty, of first, second and other degrees of magnitude, etc., in which cases we may substitute for the genitive case, here used as a limitation or qualification after the word "star," its equivalent adjective qualifier, and say "brilliant stars," "beautiful stars," "first magnitude stars," etc. But I never heard of a hopeful star, or anything akin to it, except in poetical imagination.

Presuming that this is the first *Star of Hope* to bear that title, until the first copy of this paper came off of the press in April, 1899, there was no such thing as a *Star of Hope*. A noun is the name of a thing—of anything. When such first copy did come off the press, there was a thing, a substance, an entity, a printed publication, known as *Star of Hope*. It was stripped, too, of the quality of poetical imagination, and did not mean the same as the poet's "star of hope," which ascribes the impossible quality of hope to a star. It was and is a periodical publication, known as *Star-of-Hope*, and might very properly be thus hyphenated. The name selected for the thing or entity might have been just as properly, if not as elegantly, *Stars-of-Hope*. If so, how would the Stars-of-Hope theorists pluralize it?

It must be borne in mind that we are coining words in the English language with amazing rapidity. I recall the fact that, in my scholastic days, the unabridged dictionaries contained about 40,000 words only. If I remember correctly, the Bible uses about 17,000, and Shakespeare about 15,000, which, in each case, is several thousand more than any other work or book in the English language. Our latest lexicographers claim 80,000. Far more than one-half of the increase is in nouns and their adjective derivatives. It may not yet have found its way into the dictionaries, but "*Star of Hope*" is today a noun, and may be properly defined as "the name of a bi-weekly paper, published at Sing Sing Prison."

I am reminded of one word which I have seen grow in like manner. We have long had the words "spoon" and "full," and I have no doubt there are many old cook-books still extant which direct "take one spoon full of this, two spoons full of that, etc." But usage, in thus determining quantity, gradually led to joining the two words, first as spoon-full, then as spoonful, in the latter case dropping the final "l" as in "dutiful," "restful" and other words of this class.

But today "spoonful" is no more a single word than is *Star of Hope*, when applied to this publication, and there is no more authority for saying *Stars of Hope*, when so applied, than for saying "spoonsful," meaning "spoonfuls."

The Stars of Hope advocates cite some pretended illustrations in support of their view, but I have yet to find a case in which their illustration is analogous. Among them, I have heard The Daughters of the Revolution. That is simply the name of a society, and is a singular noun, compound in form, one of its parts being the plural of the word "daughter." We may properly say The Daughters of the Revolution is a well-known society, which proves it to be singular. (By the way, will someone please pluralize it for us?) These words have no other than titular signification, and the title is derived from the fact that its members are presumed to be lineal descendants of those who fought on our side in our Revolutionary war. And while that prolonged and critical contest may have been pregnant with events and even with results,

it never was, to my knowledge, with progeny of either gender, and a "Revolutionary daughter" is no less *rara avis* than a 'hopeful star.'

If my friends on the other side of the question, will get the idea out of their heads that "*of Hope*," as a part of the title or name of this paper, in no way limits or qualifies the word "*Star*" and, in place of it, will realize the fact that *Star-of-Hope* is a compound word and a single noun, the name of the periodical entity, I am satisfied they will agree with me that, as applied to this paper, *Star of Hopes* is the only correct plural, just as "*Timeses*" is of the "*Times*" newspaper, in which latter case we even pluralize a word already plural.

I am aware of the fact that we are liable to a little linguistic cowardice in mentioning this last-named newspaper in the plural, and are prone to hedge by saying "two copies of the '*Times*,'" but if one copy is a "*Times*," more than one is what, if not "*Timeses*?"

SING SING, 51,552.

HOW CITY OWNERSHIP OF A PRINTING OFFICE WORKS.

While there is much in favor of governmental ownership of public utilities, like street railways, gas and water supply, it is evident, from the following given in the report of J. Stearns Cushing to the United Typothetæ of America, that not even Boston has reached a point where public ownership of private industries can be made profitable. Mr. Cushing said:

"Since from time to time items regarding the 'great financial success' of the Municipal Printing Plant of Boston have appeared in the trade and general press, it seems only right here, for the benefit of those who have been or might be misled thereby, to state that it has not only *not* been a saving of money to the city of Boston, but that up to date the experiment has cost the city nearly \$100,000. This information comes to me from the most reliable source possible. Furthermore, within two months, at the request of the present Superintendent of the plant, I have co-operated with him in formulating a new scale of prices made necessary by the conditions under which the plant is now working. These prices average to be fully double what was charged by the former city printers previous to the establishment of this plant, and from 15 to 50 per cent more than would be charged by private concerns in Boston or New York today for similar work.

"The necessity for this increase in prices is accounted for by the Superintendent of the plant, in his circular letter to the heads of city departments having printing done, as follows:

"*To Heads of Departments:* I present herewith the new price list for the Municipal Plant. It was found necessary to revise the prices to comply with the conditions under which the plant is working at the present day, and adhere more closely to the system of figuring adopted by the master printers of Boston and New York.

"When the old contract was made, ten hours constituted a day's work. The plant is now working an eight-hour day, with the additional expense of the half holidays on Saturday (six months in the year) and all legal and special holidays, for all of which the men are paid.

"While the printing plant is not run in order to make a profit, but to give the departments work at cost, a percentage must be added to cover the additional cost of labor (about 20 per cent) in this plant, owing to the difference in hours, as shown below:

"*Private Concerns:* Working nine hours per day, 305 working days, or 2,808 hours per year (holidays not paid for), at the average rate of \$16.50 per week, or 30 3-5 cents per hour.

"*Municipal Plant:* Working eight hours per day, Saturdays until 12 o'clock for six months, until 5 o'clock the other six months, 305 working days, or 2,392 hours, at \$16.50 per week, is 36 cents per hour, add eight holidays that the employees are paid for, \$23.04 each, or 37 cents per hour."

The veterinary surgeon who advertises displays the most horse sense.—*Printers' Ink*.

WAREHOUSES
321 MASON STREET
510 DIXON STREET

ALEXANDER BROTHERS
TOBACCO MERCHANTS AND EXPORTERS

PLANTATIONS IN
ALABAMA AND
SOUTH CAROLINA

420 SOUTH STATE STREET

NEW ORLEANS

MARVIN & DAVIDSON
TEMPLE BUILDING
9 ALLEN AVE. AND 10 WALL STREET
GROUND FLOOR
KANSAS CITY

BLAIR SERIES

6-POINT NO. 4, 18A, \$1.00
6-POINT NO. 3, 16A, \$1.00
6-POINT NO. 2, 18A, \$1.00
6-POINT NO. 1, 20A, \$1.00

INLAND TYPE FOUNDRY
STANDARD LINE TYPE
217 PINE ST.

DEAR MR. PRINTER

SAINT LOUIS, OCT. 25, 1900

THIS PAGE IS SET IN OUR NEW
BLAIR SERIES. PLEASE EXAMINE IT
CLOSELY. IT IS AN EXACT IMITATION
OF THE SMALL GOTHIC LETTER NOW
SO POPULAR WITH ENGRAVERS FOR
STYLISH STATIONERY, CARDS AND
ANNOUNCEMENTS. WE HAVE USED A
FEW LINES OF OUR BRANDON WITH
THE BLAIR TO SHOW HOW THEY LOOK
IN COMBINATION

YOURS TRULY

INLAND TYPE FOUNDRY

HERBERT A. SHERMAN
GENERAL INSURANCE AGENT
CORNER THIRD AND PINE
SAINT LOUIS

AGENT.
NEW YORK, LONDON AND GLOBE
INSURANCE CO.

BELL TELEPHONE, MAIN 423
KINLOCH TELEPHONE, A 352

MADE AND FOR SALE BY THE

INLAND TYPE FOUNDRY, SAINT LOUIS

“POST” OLD STYLE ITALIC

30 POINT

4 A 9 a \$4 25

FRENCH COSTUME SHOWN
*You will find here the originals
and copies of fancy French \$8*

8 POINT

14 A 32 a \$2 25

***THIS FINE COLLECTION OF RUGS
ORIENTALS***

*After a very extensive tour in the far
East our salesmen have gathered a
collection of some of the rarest kinds
of rugs. For years we have been in
the Oriental Rug business the same
as a great many other stores in \$890*

14 POINT

9 A 20 a \$2 75

A LARGE SALE OF CLOTHS
*Will be opened at 10.15 o'clock
this morning, and will continue
throughout this week and next.
Our salesman has returned 189*

18 POINT

7 A 16 a \$3 00

10 POINT

14 A 32 a \$2 50

SHOW OF FALL SHOES
*Prettiest Styles for women
will be ready to-day, when
every lady who visits the 5*

***GREAT DISPLAY OF FANCY
MILLINERY***

*It is not in a spirit of boastful-
ness that we say that our Fall
display of Trimmed Millinery
led all others in point of \$285*

6 POINT

16 A 36 a \$2 00

***GOLD AND SILVER MINES TO BE SOLD
AT A LOW FIGURE***

*The undersigned, desiring to retire from
business, offer for sale several Gold and
Silver Mines. The sale includes over ten
acres of land around them, and all the
machinery and paraphernalia incident to
the business. Competent judges and ex-
perts unhesitatingly assert that each \$139*

12 POINT

10 A 25 a \$2 50

EXHIBITION OF LACE CURTAINS
*These are beautiful Curtains, and the
sale will not last very long; they are so
pretty and cheap that it would be most
remarkable if they did not sell \$19234*

24 POINT

5 A 12 a \$3 75

SALE OF FINEST IRISH LINENS
*Buying all our Linen at lowest possible
figures, we can afford to sell at the \$2*

AMERICAN TYPE FOUNDERS COMPANY

Originator of Leading Type Fashions

"POST" OLD STYLE No. 2

72 POINT

3 A 4 a \$20 00

ONE Line

54 POINT

3 A 4 a \$11 25

Marks NOTE

30 POINT

4 A 6 a \$4 50

HOUR Clocks

18 POINT

7 A 10 a \$3 25

Renovating STORES

36 POINT

3 A 5 a \$5 75

THE Chain

14 POINT

10 A 15 a \$3 00

Experienced WORKERS

24 POINT

5 A 8 a \$3 50

HOUSE Builders

48 POINT

3 A 4 a \$9 50

MORE Dangers

60 POINT

3 A 4 a \$13 00

Grind FINE

12 POINT

12 A 18 a \$2 75

EXHIBIT OF SATINS

The entire Store will
be given up to 123

8 POINT

14 A 20 a \$2 25

SCIENTIFIC INSTRUMENT TELESCOPE

The most important thing in
a Telescope is the glass 35

6 POINT

15 A 24 a \$2 00

BLENDED SHADES AND COLOR HARMONIOUS

This assemblage of Dress Goods
includes every worthy style 89

10 POINT

12 A 18 a \$2 50

NOVELTIES IN SILKS

To attempt to describe
these Silks would 45

AMERICAN TYPE FOUNDERS CO.

Originator of Leading Type Fashions

RECEPTION TO THE NEW PRESIDENT OF THE U. T. A. AT BUFFALO.

The Friends of President George E. Matthews Greet Him With a
Cordial Reception and Enjoy a Pleasant Evening—

Good Will and Kind Words.



ONE of the events worthy of recording was the reception given to the newly elected President, Geo. E. Mathews, of the United Typothetae of America, on the evening of Thursday, October 11, in Buffalo. It was a manifestation of friendship and esteem among printers for one of their number, a competitor in business, that would hardly have been possible in the United States before the formation of the Typothetae fourteen years ago. Mr. Mathews was shown not only how he is beloved but how highly he is prized as a printer. The honor given is all deserved. In map making, illustrated work and souvenirs, pamphlets, catalogues and other lines of art printing the fraternity and the business world owe Mr. Mathews very much. Wax engraving, the moulding of art or mechanical subjects in clay, and the reproducing of photo-engraving so as to give all the lines, lights and shades and make the objects stand forth as though embossed, and many other mechanical and artistic details that have given strength and beauty and added in every way to the graphic art, have been much improved or wholly originated with him or his company. However, this is but by the way. It is the fraternal, social event in which our readers will just now be most interested, and which we wish to record. We cannot do this better than to quote from the Buffalo dailies, whose reporters are ever on the alert to give all that affects the prosperity and honor of the city or of any of its citizens. *The Express* said:

An informal reception was given by members of the printing and allied trades embraced within the Typothetae in the banquet-room of the Teck Theater Building, in honor of George E. Mathews, and in celebration of his recent election, at Kansas City, to the office of President of the United Typothetae of America. It was a happy gathering in which there were not only expressions of pleasure over the selection of Mr. Mathews, the first President of the national organization ever chosen from Buffalo, but also of rejoicing over the fact that Buffalo has been chosen as the place for the national organization's fifteenth annual convention, which will be held here next year during the Pan-American Exposition.

Those present besides the guest of honor were Charles F. Kingsley, Charles A. Wenborne and R. H. Thompson, the committee that arranged the jubilee; Herbert L. Baker and John S. Wilson of New York, B. B. Herbert of Chicago, J. H. Ramaley and Ernest Hart of Rochester, and the following Buffalo master printers, newspaper men, type foundries, paper dealers, ink manufacturers and electrotypers: William Wilhelm, Frank W. Heath, F. R. Spencer, Charles H. Colligon, John E. Wesley, George E. Burrows, Andrew Koehler, J. B. Kelly, Charles E. Austin, A. B. Floyd, James A. Pierce, F. B. Manhardt, Frank H. Severance, John Mehrhoff, Carl B. Ward, Frank S. Zesch, Raymond F. Brown, A. T. Brown, Fred N. Burt, William J. Porter, G. M. Hausauer, John P. Grampp, George H. Grampp, Joseph Baer, R. J. Hausauer, George J. Volger, Ralph Bowman, George R. Jones, John M. Evans and Hugo Wittman.

Charles F. Kingsley of the Buffalo *Review* called the meeting to order. "Our purpose here this evening, gentlemen, as you all know, is to pay our respects to our worthy President—President of the local Typothetae and President of the national Typothetae—Mr. George E. Mathews. He is a man whom all Buffalo loves to honor and whom all printers of Buffalo know is worthy of the honor bestowed upon him recently by the convention of the national organization at Kansas City; a man who has won and received other honors from time to time. It is a matter of congratulation for the national organization as well as for Mr. Mathews that he has been chosen to fill the highest office within its gift."

After the applause that greeted Mr. Kingsley's sentiments had subsided he introduced Herbert L. Baker of New York, general manager of the Unotype Company, as chairman of the meeting. "I take great pleasure," said Mr. Baker, "in joining in the purpose of this gathering, in paying respects to our new President. We know Mr. Mathews and have known him for years as a man who preserves the highest conditions of the press. We know him as a man who has stepped into the field of the journalist and printer as a man eminently fitted for those callings. We know him as a man who is not so interested in his own success that

he is not interested in the success of others. Our special gratification over his selection as President of our national organization is not alone the honor or glory it brings to him, but the honor and glory it brings to Buffalo. We especially want to make Buffalo the Mecca of the printing trades." Mr. Baker spoke of the successful showing that the graphic arts made at the World's Fair and greater successes of subsequent expositions, and predicted that their representation at the coming Pan-American Exposition will be the greatest of all. In conclusion Mr. Baker read the following original verse:

"What means this noise around the board?
These sounding 'Ho's!' and praise encored?
Why warmly beams from every eye
These friendly looks, tho' throats be dry?
Beloved friend! we greet today
The President of the U. T. A.
May full success your reign begem—
Our city's pride—our G. E. M."

John S. Wilson of New York said he heartily indorsed the sentiments of the chairman. "His feelings of approval and good will are mine on the happy choice of the United Typothetae of America for the coming year," he said. Mr. Wilson related some interesting happenings at the Kansas City convention, leading up to the choice of a Buffalo man for President for one year, instead of a permanent President as was talked of. Mr. Wilson was one of those who tendered a hearty, cordial invitation to the convention to come to Buffalo and see the Pan-American Exposition next summer.

B. B. Herbert, proprietor and editor of the NATIONAL PRINTER-JOURNALIST, published in Chicago, was the next speaker. Chairman Baker in introducing him, referred to Mr. Herbert's generous gift of space to and enthusiastic articles on the Pan-American Exposition and the meeting tendered him a rising vote of thanks. Mr. Herbert said he is enthusiastic because he considers Buffalo an ideal place for the exposition. He predicted that it will be a thorough success. Speaking of the new President of the national organization, Mr. Herbert said:

"Though living at a distance, I have known Mr. Matthews for years. He is known throughout the country. The splendid work he has done and the splendid character of his newspaper are widely known outside of Buffalo. His independence and true character have a reputation outside of Buffalo, and it was, indeed, an honor to the United Typothetae to choose him as its President.

"This meeting here tonight, while intended as an honor justly due and gladly given to Mr. Matthews, has a broader significance. Such a gathering would have been impossible twenty years ago. It is a manifestation of a new sentiment that is pervading this calling throughout this land. Men are getting nearer together. They are learning that they best help the calling by helping each the other, that there is a certain amount of work to be done; there is enough for all, and that each deserves the share that his art and industry will win and, instead of striving to injure each other and to grasp from one another, it is better to seek success through fair prices and better accomplishment. The result, too, is that the members of this honorable calling, through whose hands must pass the calling of the world, are commanding more respect and the calling itself, that is the promoter of business, of art, learning and broader intelligence, is taking its proper place among the higher callings of men. In the Typothetae of the different cities and in the United Typothetae, in the State Press Associations and in the National Editorial Associations, the spirit of Franklin is abroad in the land. He was from early life an organizer of associations for the good and advancement, for the fraternizing and upbuilding of his fellow-men. As a young man he organized the Leather Apron Club and the Junta, later scientific societies, libraries, colleges and many other bodies for the promotion of the industries, philanthropy and patriotism.

"At the recent meeting of the United Typothetae one of the most pleasing incidents that occurred in the course of debate was the enumeration in order of the names of the past Presidents of the United Typothetae of America. It is a grand list. The names on it are those of men who were recognized as among the most honorable, active and foremost men of the country, and now among the foremost of them all is the present President who is here with us tonight." (Applause.)

Secretary Frank W. Heath read letters of congratulation from Ottomar Reinecke, G. H. Dunston, C. H. Keep, H. C. Spendelow, all of this city, and from Henry O. Shepard, President of the Inland Printer Company of Chicago, Theodore Sproull of Pittsburgh, Carl Schraubstadter of St. Louis and Thomas E. Donnelly of Chicago.

Charles A. Wenborne next paid a tribute to Mr. Matthews. "I am glad of this opportunity to express my joy," he said, "over the election of a man whom we have all learned to know, to love and to honor, whom we can look upon with pride and pleasure in the knowledge that he has been put where he belongs—at the head of the printers of the country. There is no man more sincere in thought, more sincere in work than he; no man more thorough in the methods that lead to the highest standard of success. I say sincerely, gentlemen, that if we had more men

like him, the printers' craft would be among the arts and would be so considered by those both in and outside of the trade."

Mr. Ernest Hart of Rochester, N. Y., then extended the congratulations of all the printers of Rochester to Mr. Matthews, to the Buffalo Typothetae and to the National Typothetae. He spoke of Mr. Matthews as one of the leading lights in the fraternity in this country and said his election means the success of the next convention. He pledged the hearty co-operation of Rochester.

The chairman, Mr. Baker, then called on President Matthews to respond.

Mr. Matthews thanked his fellow members for their congratulations and their kind words of praise, but expressed the sentiment that he was undeserving of all the generous things said

fied with the National Typothetae. But, as has been said here tonight, the responsibilities of the Presidency are great, and, though I shall bear the burden to the best of my ability, I am frank to say the happiest moment of my life, provided all goes well, will be when I am welcomed into the ex-Presidents' Association."

Mr. Matthews spoke of the benefits of fraternity, the sphere of the printer, the usefulness of the printer in the community, and said the coming of the members of the National Typothetae to Buffalo next year will do Buffalo a world of good. He said that Buffalo printers had always maintained a high reputation and he attributed whatever honors have come to him to such good environment. "I was fortunate to have been born in Buffalo," he said; "fortunate to have been associated with the men who



MEMBERS OF THE TYPOTHETAE OF BUFFALO.

READ FROM LEFT TO RIGHT.

FIRST ROW—Frank W. Heath (Secretary), Frederick N. Burt, Geo. M. Hansauer, Herbert L. Baker, Joseph Baer, Henry L. Hart (deceased), John Mehrhoff, F. E. DeCoursey, Ralph Bowman. SECOND ROW—Robert J. Hansauer, F. P. Wells, William N. McMullen, A. B. Floyd, Carl B. Ward, George R. Jones, Frederick M. Green, William Wilhelm, J. S. Hubbard, Daniel Driscoll. THIRD ROW—Hugo Wittman, Charles A. Wenborne (Vice-President), George E. Matthews (President), Ottomar Reinecke, A. T. Brown, A. R. Koehler, W. H. Bark. FOURTH ROW—E. F. Rycken (Buffalo Ink Works), John M. Evans, H. C. Spindelw, W. H. Wright, Jr. (Fresh Air Wright), John I. Chamberlin (The Patient Printer), J. Howard Ramaley.

of him. "The honor of being President of the United Typothetae of America seems to me to be altogether too great for my individuality," he said.

"Mr. Herbert has magnanimously sought to rank me with the former Presidents of the organization. I frankly say I feel that much older, wiser men, men who have done far more for the printers' trade than I, have served the national organization and could have been found to serve it now. It is hardly fair to me to put my name in comparison with that of the Dean of the American printing craft, that great and good man, Theodore L. De Vinne." Mr. Matthews then gave some examples of the good that Mr. De Vinne had done for the craft and spoke of the enthusiastic reception given at the Kansas City convention to a letter received from him. He continued:

"Of course it will always be a great pleasure to me that my name has been associated with the name of Mr. De Vinne and those of such other worthy men as Mr. Morehouse, Mr. Woodford and Mr. McNally, and others who have been prominently identi-

have built up Buffalo's reputation, and I feel that the printers have done a great deal to keep up that reputation. I shall always be happy to be identified with them."

When Mr. Matthews had done speaking, Chairman Baker proposed three cheers for President Matthews. All present stood up and gave the cheers and a tiger. Then Messrs. Herbert, Wilson, Ramaley, Hart and Wesley were named as a committee to escort the guest of honor to the banquet table. That duty performed, the refreshments were enjoyed amidst much sociability—the committee and the honored guest occupying the head table and the members being arranged along two tables extending down two sides of a parallelogram through the hall. Flowers had been arranged in the shape of a letter "M" in front of the President's plate, and cut flowers and boutonnières, scattered over the white spread and by each plate, made a very pretty picture. After due justice had been done to the repast, cigars were brought on and, shortly, speaking was resumed, with story telling and jollity, or, in other words, the occasion was turned into a genuine

"smoker," which will be understood without further explanation.

Nearly every prominent printing firm in the city was represented and among other things discussed was the proper entertainment of the members of the United Typothetæ of America at its next convention.

The Buffalo printers are thoroughly awake to the importance of the affair and the Typothetæ of America may rest assured that nothing will be left undone that will in any way contribute to the success, usefulness or enjoyment of the occasion.

Neat invitations had been issued to this "smoker" and at each plate was found a tasty leaflet of deckle edged paper. On the first page was found a portrait of the first original smoker, and on the third page, with handsome initial letter in colors, the following:

A smoker given by his Buffalo friends in the printing and allied trades on October 11, 1900, in honor of Mr. George E. Matthews, and in celebration of his recent election, at Kansas City, to the office of President of the United Typothetæ of America.

THE NEWLY ELECTED OFFICERS.

GEORGE E. MATTHEWS.

George E. Matthews, the President of the United Typothetæ of America, and editor of the *Buffalo Express*, and President of the Matthews-Northrup Printing Company, is the son of a distinguished editor and printer, and his career has been the natural result of inheritance and surroundings.

Mr. Matthews was born in Westfield, Chautauqua County, at his mother's old home; but his parents lived in Buffalo at the time, and he may fairly be regarded as a Buffalonian from first to last. His education was obtained there, in private schools, until he was sixteen years old. He was ready to enter college then, but his parents thought him too young to get the full benefit of a college course. For two years, therefore, he gave up school life, and devoted himself partly to travel and partly to learning the rudiments of the printer's trade as typesetter, copyholder and proofreader. His father J. N. Matthews, was at that time editor of the *Buffalo Commercial Advertiser*, and part owner of the large printing plant connected therewith; and in that establishment Mr. Matthews, while waiting for time to catch up with him before entering college, laid the foundations of his knowledge of the printing and publishing business. By the fall of 1873 he was rather more than eighteen years old, and was ready to go on with his education. Entering Yale, accordingly, with the class of '77, he received in due course the Bachelor of Arts degree.

In January, 1878, J. N. Matthews became editor and proprietor of the *Buffalo Express*, and his son entered the service of the paper in the business department. At first only a clerk behind the counter of the public office, he soon rose to more responsible stations, and ultimately held the position of business manager for several years. He also filled various places on the staff of writers, as occasional vacancies made opportunity for such experience. He was telegraph editor for a time, city editor for several periods, and literary editor for three years. In the printing business, likewise, Mr. Matthews served a long and wholesome apprenticeship. He was correspondence clerk in the old house of Matthews Bros. & Bryant, had charge of various departments in the establishment of Matthews, Northrup & Co., and finally became Treasurer of the latter concern. He has always been interested in the various arts of typography, and has a comprehensive general knowledge of the subject.

The death of J. N. Matthews in December, 1888, charged his son with the responsibility of managing both the *Buffalo Express* and the printing business; and since then Mr. Matthews has been editor of the paper and President of the Matthews-Northrup Company. As an editor he has obtained generous commendation for independence, sympathy with all movements promoting good government, and consistent and unyielding opposition to "machine" politics. Whatever else has been said of the *Buffalo Express*, no one has ever seriously thought that it could be frightened off or bought off. Its editor's birth synchronized with the birth of the Republican party, and Mr. Matthews has always been a strong supporter

of Republican doctrines. He has never been a candidate for public office, but his duties as an editor have made him conversant with some of the discomforts, as well as some of the pleasures, connected with a public position.

The Matthews-Northrup Company is one of the largest printing establishments in the State, doing an extensive catalogue, book and manufacturing business and conducting its own engraving plant. It has a business office in New York city.

The life of Mr. Matthews has been devoted so exclusively to the business of printing and newspaper making that it has been fortunate for him that his relations with those having similar interests have always had a strong infusion of friendship. He has been for several years President of the Buffalo Typothetæ and of the Buffalo Newspaper Publishers' Association. He is a member, though not a very active one, of almost all the leading clubs and many of the associations of Buffalo.

In conversation he admits that he is more attached to printing than to the newspaper. He has a taste for fine work and illustrating. The idea of creating something tangible as well as artistic gives a substantial pleasure.

JOSIAH STEARNS CUSHING.

First Vice-President of the United Typothetæ of America, and President of the Norwood Press Company, Norwood, Mass., was born in Bedford, May 3, 1854, and comes of old New England stock of scholarly instinct and inheritance. Leaving the public high school he commenced the printer's trade at the University Press in Cambridge on his fourteenth birthday, May 3, 1868. He later worked in various printing offices in Boston and Cambridge with a view to becoming familiar with the best methods in use by each.

In 1878, with a modest capital saved from his personal earnings, he established a small composition room on the corner of Milk and Federal Streets, Boston. Making a specialty of school and college text-book work, his success in this line has been remarkable, and his business has grown to its present proportions, in which he now employs about 250 compositors and 40 electrotypers.

Mr. Cushing, in company with Messrs. Berwick & Smith, pressmen, and E. Fleming & Co., bookbinders, own and occupy the beautiful Norwood Press buildings, Norwood, Mass. These three firms, together employing between 600 and 700 hands, manufacture the complete books ready for delivery to the customer.

Mr. Cushing has taken a great interest in Typothetæ affairs, as is best evidenced by the fact that he has twice been its Secretary and has been appointed a delegate to every convention except the first. In the Master Printers' Club of Boston, of which he is now for the second time President, he has also held the office of Secretary, Chairman of Executive Committee, and Vice-President, holding each of these offices for several years, and has probably been more continuously active in its affairs than any other member.

He is an enthusiastic yachtsman and an ex-Commodore of the Winthrop Yacht Club; First Lieutenant of the Ancient and Honorable Artillery Company, President of the Boston Club, President of the Ten-of-Us Club, of the Norwood Press Company, and of the Master Printers' Club of Boston, and is an ex-President of the Norwood Board of Trade. He is a thirty-second degree Mason, a member of Boston Commandery, Aleppo Temple, and is connected with several other secret orders.

As a designer of several styles of type now in general use throughout America Mr. Cushing has been very successful.

E. PARKE COBY.

E. Parke Coby, Second Vice-President of the United Typothetæ of America, and for more than ten years Secretary of the New York Typothetæ, has been a conspicuous figure at most of the gatherings of the United Typothetæ of America during the last decade. Large of frame, genial in grasp, and ever ready to fraternize with brother printers, he is a shining expo-

nent of typothetæ ethics. He was born about fifty-seven years ago, and began business for himself as a general printer in 1866, at the corner of Gold and John Streets, New York City. He prospered, and four years later removed to 95 William Street, where he added a stationery branch to the business. There he remained for twenty-one years, then removed to 21 Platt Street, where he has remained ever since, occupying all four floors.

Being of a very social nature, he has belonged at one time or another to a majority of the prominent clubs in Brooklyn, where he resides. He is high up in the Masonic order and is also a Knight Templar and a member of the Abel Smith Grand Army Post.

During his long career as Secretary of the New York Typothetæ he has served on a great many committees, and particularly on those pertaining to the social side of the organization. No dinner is complete without Secretary Coby, who always sees to it that the caterers provide most liberally for the wants of all Typothetæ and friends.

J. D. HAVENS.

J. D. Havens, of Kansas City, the Fourth Vice-President of the United Typothetæ of America, is a native of Ohio, born in Delaware, that State, Nov. 27, 1857. He entered upon his apprenticeship as a printer at twelve years of age, in 1869, and went to Kansas City in 1877 as a journeyman. In March, 1878, when a little past twenty years of age, he assumed the management of P. H. Tiernan's printing house. In 1882 he organized the printing house of Lawton & Havens. He has been Treasurer and Manager of the Tiernan-Havens Printing Company since January, 1890. He is a progressive, successful business man and is highly respected for his social quality and his sterling worth as a man and as a citizen. He is a charter member of the Kansas City Typothetæ and a leading member of various social clubs and Masonic bodies. He is a thirty-second degree Scottish Rite Mason and Potentate, Ararat Temple, A. H. O. N., Mystic Shrine.

JOHN STOVEL.

John Stovel, fifth Vice President of the United Typothetæ, of America, comes from the town of Mount Forest, Ont., where his father published a weekly newspaper. Early in his boyhood days he climbed an empty type box in order to reach the case and before entering his teens started to set type and in a year or two, on his promotion to working the hand press, thought he had attained the highest position to be desired. After serving some years in his father's office, he removed to Toronto, where he worked at the case and on the opening up of the Canadian West, went to Winnipeg, taking a position with The Bishop Engraving and Printing Company in 1884. Two years later he went on the staff of the *Manitoban*, afterwards the *Morning Call*. In 1889 he and his brothers formed the Stovel Company, publishers of Stovel's Pocket Directory and the *Northwest Farmer*, and succeeded in building up the largest job printing business in Western Canada, being the first to install a battery of linotypes in the West and the first in Canada to secure a two-letter machine. Mr. Stovel served his country as a full fledged private during the rebellion of 1885 and wears a medal for having taken part in the battles of Fish Creek and Batochoe. He has always taken considerable interest in the U. T. A. and believes it capable of accomplishing a great work.

FURNISH YOUR OWN BRAINS.

Too many persons get in the habit of relying on some one else to furnish brains for them. In every institution where five or more are employed you will find that one person is asked questions how to do this and how to do that. If the employer watches carefully and selects the employees who are telling the others he will make no mistake for it is a sure scheme for selecting competent employees, and the fact that others ask a certain employee indicates that the employee that is asked questions is of a superior grade.—*Boyce's Hustler*.

A SHORT TALK ON "SHOP TALK."*

RELATIONS OF EMPLOYER AND EMPLOYEE.

By J. STEARNS CUSHING, Norwood Press, Boston, Mass.

WHAT subject of "shop-talk" is more vital than the relations existing between employer and employed? They involve the extent to which the employee may add comforts to necessities of life, and to which he may look for permanence of employment and income. They involve, too, the success or failure with which the employer can conduct his business. This does not mean, in many cases now-a-days the amount of money which he can secure as profits; it often means, in times of keen competition,



JOSIAH STEARNS CUSHING.

skilful piloting to weather storms, and sometimes business failure and disaster.

On the one hand is the employer with his capital, and with the necessity of conducting affairs so that the money shall be ready when pay day comes, and that for his own sake as well as that of the men who work with him, there shall be no fear of suspension of operations from bad financial management or from inability to compete with rivals in business. On the other hand are the employees, under normal conditions willing to do a fair day's work for a fair day's wage, full of ambition, ready to improve themselves in their art, and anxious, in the interest of themselves and their wives and children, that their

*Portion of Mr. Cushing's response to toast at Kansas City banquet.

employment shall be permanent. Both classes should be content; the employer knowing that his employees are alive to the interests of the establishment of which they form a part; the employees knowing that their interests are bound up with those of their employer; that in rate of pay and hours of labor they will be treated fairly, and that increased skill will result in increased consideration, and hence in increased ease of living.

This community of interest, however, is growing less and less possible under the newly-developing conditions of radical unionism, by which I mean unionism carried to its logical outcome. The employer may neither regard merit nor use machinery to its full, and hence economical, capacity. Neither man nor machinery may fully utilize the power which is inherent in each, for in many trades both are limited in production by the union rules—that limit being determined by the output of the most inefficient and lazy member of the craft.

In England today the manufacturing industries are seriously crippled by the extreme limit the labor unions fix on a man's output, the result being that it is reduced to about one-third of what he could easily do each day. The consequence is that England cannot compete with us in manufacturing machinery. In thus limiting production, the idea of the labor unions is to establish a minimum rate of pay, but in reality they establish a maximum rate. Ambition is stifled, for of what use is it for a bright, active man to study, to think, to obtain greater skill, and hence to make himself of greater value in the industrial world, when he cannot secure by that greater skill greater return for his efforts. Again, what incentive has the lazy, the inefficient man, to change his habits? He cannot improve his position. He sees that his skilful brother gets no more pay than he does, that unnatural conditions have been created, and that inefficiency and skill have been placed on an equality. Everywhere appears one dead level. The \$18 man and the \$12 man each gets \$15. The employer cannot, under the principle of radical unionism, reduce the one; nor can he, in justice to himself, increase the other, for with increased pay the union limit on the man's output remains in force. He cannot employ all skilful men and let the inefficient go, for there again, the union rules control him. Unionism, which adopted the "Trust" idea without the Trust's advantages, says that a man is a man, and should receive a man's pay, but that he cannot be *more of a man* than his fellow, unless he be a union officer or a walking delegate.

In other lines of industry the Trusts or great aggregations of capital have proved of benefit to mankind. They have reduced the cost of transportation, and hence have brought wheat, beef, and other staples to a lower cost at points distant from the wheat fields and the pastures than would have been possible without them. They have reduced the price of sugar. They have reduced the price of oil. They are cried down by Unionism; yet is it not a fact that Unionism itself composes what is nothing more nor less than an attempt to establish a gigantic trust which shall exercise the most arrogant, illogical, and tyrannical control over the manufacturing industries, as well as over the bodies and souls of its members, that the world has ever seen?

This is not freedom and equality; it is a return to slavery, and slavery of even a more pronounced type than was crushed by the emancipation proclamation of President Lincoln. Negro slavery was abhorrent. While it insured the slave a livelihood, abuses brought on the whip, the bloodhound, the separation of husband and wife, and of wife and children. No one would wish to return to the old slave days. Yet, in 1900, radical Unionism is developing a slavery which, if allowed to continue, will in time embrace the entire world of labor. With no freedom of individual movement, from this new slavery comes starvation through strikes and lockouts. Husband and wife are no longer separated by force, but the home is not safe, and they are forced apart that the husband may seek work and a new home in a distant place. The boy may learn a trade; but, as a man, if he cannot obtain membership in a Union he cannot work in a Union office, and the Unions seek to bring every office within their control. Obtaining member-

ship and securing employment, he is not sure of the permanency of either, for failure to pay dues or incurring the displeasure of the Union managers will deprive him of membership and render him unable to continue work, and he is an outcast from the labor world. Sickness of his wife or child may have caused him to fall behind with his dues; but the crime of non-payment exists, and he must begin life anew where he is not known. His occupation and his home are gone. Old friends turn from him as a "scab" if he tries to work where a Union man might work.

Whence comes the power of the Union to force these claims? It is from a few, but only a few, of the men themselves. Many of the working men would prefer to continue their old relations with their employers; but the walking delegate arouses discontent, and the discontent spreads. Joining the Union becomes the fashion, and soon the conservative man whether he will or not, finds himself bound with chains that he cannot break, and he is forced to stop work if he is directed to do so by others. Thousands of members of radical unions, in many cases a majority, would gladly resume their old business relations if they could, recognizing that now they are but slaves to irresponsible leaders, and are in fact being deprived of any possibility of rising above mediocrity by their individual effort. The mere fact of their joining the Union, however, adds to the strength of the organization; and this strength again is magnified, and at the same time feared, by politicians. Office seekers everywhere are afraid of their lives lest they offend what they call the "labor element." It is really piteous the way in which an otherwise self-respecting citizen, when a candidate for political preferment, will rush into print to disavow that he ever had any opinion of his own contrary to the most radical of Union ideas.

But a greater part of this boasted and much feared Unionism or power is a bogey, a ghost, which could be "laid" if we who believe so would rise up together and throw off the chains with which they are now trying to bind us forever. When we do this, we may look for the ushering in of the dawn of promise for the employee. Of course, there are unscrupulous employers, as well as unscrupulous employees—employers who would work a man to the utmost limit, and pay him the least possible wage, as well as employees who would take advantage of every opportunity to give the least return possible for the amount they receive. Yet the honest employer and the honest employee, working together in a common interest, each bound by an equally high ideal, would each seek to serve the other as best he could—the employer making his workmen's lot the happiest possible, rewarding skill, punishing laziness and inefficiency, paying the rates that a fair allowance for the capital invested and for the skill of management would permit; the employee remembering that his duty was not confined to securing a minimum output for a maximum wage, but that he should endeavor to serve his employer, and at the same time himself, by increasing his capacity. Then would come the true Union—one formed for the cultivation of the social side of the employee's nature and for the improvement of the employee's condition; not one in which the level should be that of the poor workman, but one in which each should try to increase his skill, and in so doing give an incentive to others. Messenger boys may not develop into Carnegies, or tramp printers into millionaires—compositors and press feeders may not often become the heads of large printing establishments; but the boy beginning life in an office will then feel that he can rise if he will only try, and that in doing so he will have the support of his organized fellows—not their efforts to keep him at the level of the most inefficient among them. Then will come the second emancipation from slavery, and the freedom which will make men of all who are willing to rely upon themselves and upon their own intelligently directed efforts.

Common sense is one of the requisites of the successful advertiser. Possessed of this, he can formulate his own rules. Without it all the rules in the world would help him but little.
—*Printers' Ink.*

A GREAT PRESS ESTABLISHMENT.

The Editor Visits Battle Creek, Mich., and Finds Many Things of Interest to the Progressive Publisher—
How an American City Grows.

SINCE receiving a copy of the "Art Souvenir Edition" of the *Daily Moon* of Battle Creek, Mich., issued April 4 last, the editor of this paper has had an increasing desire to see for himself that beautiful, progressive city, the home of health foods, Postum Cereal, "Grape-nuts," great Sanitariums and, last but not least, of the popular Duplex Printing Press. This desire was gratified on a beautiful fall day early in October. Naturally the first visit was to the manufacturing establishment of the printing press that has of late added a good deal to the fame



MACHINE SHOP.

of the city, especially among newspaper makers. Here a hearty welcome was accorded and every possible opportunity afforded to examine the works from the foundry to where the presses are set up and tested preparatory for shipment to all parts of the world, for these presses are not only in use throughout the United States, but in Canada, in different parts of Europe, Australia and South Africa.

The feature that most forcibly impresses a visitor is the care that is exercised in every step of the manufacture. None but the very best of pig-iron is used in the foundry and such pains are taken in this department (as in all others) that the castings present a perfection and smoothness that are remarkable. There is such an absolute freedom from flaws that in looking at a great bed-plate that was being finished in the planer the first thought and question were as to whether a steel plate had not been skillfully fitted into the casting. In carefully examining the iron shavings turned off by the planer not a flaw could be found in these. It would be interesting to follow all the steps that were witnessed, but this is not necessary, as printers and publishers have become of late years pretty well informed as to the methods in the best machine shops and factories, from the draughting rooms, where every part is drawn with mathematical precision, through the pattern rooms, the casting, the planing and other departments, until the assembly room is reached, where every piece finds its place with a nicety and accuracy that seems almost miraculous. Especially was this found to be the case in the presses examined at Battle Creek.

In one of the long rooms where the presses are assembled into perfect machines seven are on the floor at one time in different stages of completion and one being shipped out every week, and yet the factory is away behind in its orders.

The advantages apparent in the Duplex press were that it could be started immediately after the locking of the forms, as any flat-bed press; no putting on table, making matrices, casting stereotype plates and fitting these into the turtle and on the

cylinder; any desired change in the forms can be made, whereas the slightest correction in a stereotype form requires the making of a new plate. Plates, halftones, electrotypes, etc., can be used as on any flat-bed press. It has also the advantage over the costly stereotype presses of keeping all forms open till the last moment and printing four, six or eight pages at will. It pastes, folds and delivers with pages cut. It avoids all the expenses, annoyance, delays and many other serious objections connected with stereotyping.

The regular manufacture of the establishment is known as the "Duplex" Flat Bed Web Perfecting Press. This machine represents the highest standard of perfection yet attained on a press of this character, and is the result of a natural evolution from the sound principles embodied in the original invention. It is a marvel of simplicity and speed. The company guarantees for it a speed of 5,500 perfected four, six or eight page papers per hour, and it may safely be run several hundred more than this. It is built from new designs, on the box pattern plan, and with special reference to strength, convenience and tasteful appearance.

The capacity of the press to print and fold any size of sheet between six and eight pages is a great advantage in many cases. Often it is found impossible to get all the necessary matter into six pages, but eight are not needed. The Duplex prints any even number of columns between six and eight pages, thus avoiding all the expense of the unnecessary composition and paper. No complicated adjustments are required in either press or folder in changing from four to six, seven or eight-page papers. Another important advantage of this machine is that the folder can be changed while running at full speed, from "carrier fold" to "mailing fold" and vice versa. The device for accomplishing this is peculiar to the Duplex and is patented.

It had been the design to give a description of the works, or shops themselves, but the illustrations presented herewith do this better than can words.

The Duplex Printing Press Company was incorporated December 29, 1884. The original incorporators were: Irving L. Stone, William H. Pettibone, Austin W. Alvord, Charles C. Dell, Charles Peters, Richmond Kingman, Rolden P. Kingman, Simon H. Morley and Joseph L. Cox. The company first began the manufacture of its presses in the building formerly occupied by the Upton Threshing Machine Works. In 1889,



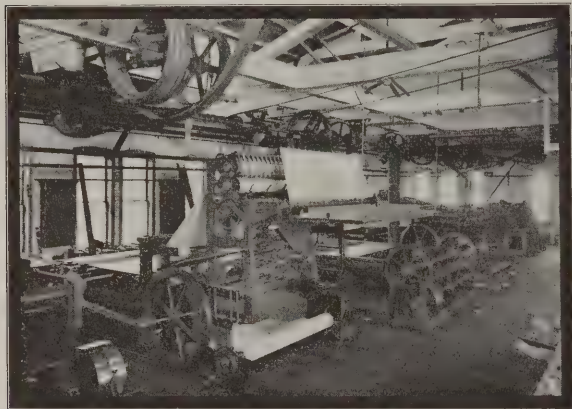
A SECOND VIEW OF THE MACHINE SHOP.

however, they let the work by contract to the Franklin Machine Works at Providence, R. I. Upon the invention of the new press in 1890, and following its successful trial, the company decided that it was necessary to manufacture their own presses, and after a careful consideration of the claims of several places, decided that Battle Creek offered them the most advantages. The plant was accordingly erected here. The buildings of the company were formally occupied November 21, 1891.

The present officers of the company are: President, I. L. Stone; Vice-President, H. W. Kellogg; Secretary, Dr. A.

W. Alvord; Treasurer, Frank W. Dunning. The above named gentlemen, together with E. C. Nichols, J. L. Cox and Howard Kingman, constitute the Board of Directors.

Mr. Stone, the efficient President of the Duplex Printing Press Company, has been identified with the concern from its inception, and to his untiring activity and shrewd business judgment much of the unusual success of the company is due. Mr. Kellogg, the Vice-President, has since his connection with the company, devoted a large part of his time to travel-



PORTION OF ERECTING ROOM No. 2.

ing in its interest. The Treasurer, Mr. Dunning, is actively identified with the business management in the Battle Creek office. The company employs a large number of highly skilled mechanics, and can turn out an average of one press per week.

Unfortunately, at the time of this visit President I. L. Stone was absent in Europe. Others connected with the establishment were so courteous in showing and explaining all matters connected with the factory as to make amends for the absence of the head of the company, largely through whose faith, patience and perseverance so much has been accomplished. After time most pleasantly passed in seeing how a modern printing press is made, the editor was notified that a carriage was in waiting for a ride over the city. The announcement was unexpected, but on account of all that had been learned of the city in the "Art Souvenir" of the *Daily Moon*, was very acceptable.

Battle Creek is most delightfully situated on valley and upland, scattered amidst hills and dales and is traversed by two limpid streams dignified with the names of the Kalamazoo and Battle Creek Rivers. Shade trees are so plentiful that the place might well be named a city in a forest. It is filled with nooks of surpassing natural beauty. The ride was first out along beautiful streets past the works of Postum Cereal and Grape-nut Food. Mr. Post, the proprietor, commenced the manufacture of Postum Cereal in a little barn and without capital some five or six years ago. His works now cover several acres, and he has reached well up to the million point in wealth. One of the finest brick buildings in the city, in three upper stories of which a local social club, the Athelstan, are fitting up the finest club rooms in the United States, has just been built by him, besides a magnificent hotel. This shows what judicious advertising will accomplish, for it has been advertising that has made Postum Cereal.

From here Prospect Park was visited and a most enchanting view of the city, nestling in the valley and on the hills, was obtained. Across on the opposite hills stood out the world-known Battle Creek Sanitarium, and the new Phelps Surgical and Medical Sanatorium, that was opened to the public on that day by a public reception and appropriate exercises. From there the drive was down through the city, past splendid churches, handsome residences and schools, past the great works of the Vibrator Threshing Machine Company and those of the Advance Thresher Company, and on past the plant of the Seventh Day Adventist Publishing Company—one of the largest publishing houses in the West. As had been

learned from the *Daily Moon Souvenir*: "The plant takes up one immense building, containing 80,000 square feet of floor space and overflows into a number of smaller structures adjoining. The business has been one of gradual development. In 1850, when it was first instituted, a small building was ample for its needs. The original building has been retained, but wings have been added and additions built, until it has assumed its present proportions. It is well lighted, well-ventilated and kept scrupulously clean—three virtues not always found in printing office buildings making much greater pretensions.

From here the Sanitarium was visited, where it is made evident that the Seventh Day Adventists believe not only in caring for the minds and souls of men and women, but of their bodies as well. The sanitarium not only seeks to care for the sick, but to develop strong and healthy bodies. It has one of the most complete gymnasiums with all the diversified appliances in the country. The devices, under what is sometimes termed the "Swedish Movement" system of treatment, to give rapid but gentle exercise and to touch and give action to every muscle of the human body are numerous beyond thought and wonderful in the accomplishment of the objects intended. The baths, Turkish, Russian, electric and every other kind and devise, complete and expensive, ought to reach every possible case that can be reached by these lines of treatment.

The Sanitarium property comprises a large main building, a hospital, an annex, twenty cottages, and other buildings, a lakeside resort and pavilion at Lake Goguac, at the end of the electric street car line, just outside the city limits, and three dairy and small fruit and garden farms, aggregating about 400 acres. The main building is 312 feet in length, with a rear extension of 100 feet, and is five and six stories in height above the basement. The hospital building is 100x60 feet, five stories high. The main building accommodates 300 persons; the hospital, 100 beds. The cottages accommodate 200 or



PORTION OF ERECTING ROOM No. 3.

more persons. A recently erected five-story brick dormitory accommodates a portion of the 250 nurses in the employ of the institution.

A novel and economic way of living has been found for those serving in this sanitarium. A book of a hundred coupons of one cent each is sold for a dollar. This is the way that the editor of a local paper, the *Morning Enquirer*, describes their use, as he witnessed it:

On each table are two red badges with a hook attached to each. On the ribbons are printed the word "Dormitory." Without one of these no one can obtain supplies in the serving room. They are used to limit the demands at any one time to the number that can be attended. On entering the dining room the first thing to do is to get one of these badges and hook it on the sleeve or other conspicuous place on the clothing. If both are in use one is borrowed if possible from another table. If all are in use it is necessary to wait till some one returns with supplies, and has no further use for the badge. Next a tray is taken from a rack resembling a large ladder fastened to a post in the middle of the room. Each diner has his regular place at the

table, and from this on his tray he takes the dishes needed for his contemplated order, and repairs to the serving-room. One thing more is required and that is the number of coupons sufficient to pay for the different items of his order. At the vegetable counter a dish of hot potatoes is received for a cent coupon, at the bread counter several slices of bread or bread and crackers, etc., may be had for the same price. At another counter a bowl of soup with a dish of soup crackers may be obtained. A dish of grapes, a small plate of peaches, or a quarter or an eighth section of watermelon is handed out for the one cent postage stamp coupon at another place. When the buyer thinks he has enough, he returns to his place at the table to partake of his repast. We noticed in several cases persons went together, some getting a dish of peas, others potatoes, cream, sugar, peaches, etc., thus, to their mutual advantage, making quite a variety for less cost.

As each person finished eating, he gathered up his dishes, taking them to a long sink at the end of the room, where, with a plenty of water in the several faucets, they were soon washed and quickly wiped on towels hanging on racks at one end of the sink. In this work two or three usually unite, one washing, another wiping, and a third returning the dishes to their proper place at the table. The whole time required to get one's food, and to wash up the dishes and put them away after eating, is not much longer than it takes to tell it, and as each one waits on himself, the problem of how to feed the six hundred helpers is reduced many fold.

This method adopted in families might help to solve the hired girl question. Food is furnished at cost and it is claimed that many find a dollar a week more than sufficient to supply their wants.

Across from the Sanitarium the new Phelps Sanatorium was visited. The structure is of field boulders, or whole stones, polished by the rains and winds and, possibly, in the earlier eras by the glaciers and ocean currents of many past ages. It is built in the colonial style and has a massive, novel, but very pleasing appearance. It is constructed so as to outline a hollow square, five stories high above the basement, with a frontage of 232 feet and wings running back 225 feet. The lighting, finishing and furnishing are superb. While in one of the operating rooms, away up on the top floor, the editor could not help contrasting the operating tables, made of glass, supported by steel frames and so arranged with lights that an operator could look right through a patient, with one occupied by himself on an occasion in 1892 in the old Presbyterian hospital in Chicago, but was somewhat consoled on learning that this table had been invented within two years. The operating rooms, in floors, sides and ceilings, are as smooth and hard as glass, and a microbe could hardly find a resting place for one foot. They are flooded with sunlight and every modern device for the disinfecting operating instruments, bandages and dressings are at hand. But what is all this to printers or newspaper men? If you ever get into a hospital you will find out. There is much more than this to a live editor. All this about Battle Creek shows the possibility of helping the development of your city. Where suggestions are given and insisted upon as to the possibilities of founding industries and benevolent institutions that will add to the wealth, growth and happiness of a community, there are ways by which great things may be accomplished that may redound in the end to the well being of even the printer man.

In closing the editor wishes to heartily thank Mr. R. L. Stone, son of Mr. I. L. Stone, for the very instructive ride enjoyed. Mr. Stone proved a very pleasant companion, an intelligent and interesting guide through his beautiful city.

After the ride we had an added pleasure in a short visit with Editor M. E. Brown of the *Daily Moon* and a look through his establishment. Mr. Brown started his paper twenty-one years ago and keeps it right to the front. Type-setting machines and a Duplex Press that he has now and in constant use for eight years are among his equipments. He has a well-arranged business office, editorial and reporters' rooms; takes the service of the Michigan Associated Press, which he was active in establishing, always takes a useful part in editorial organizations and ever has something valuable to impart in the way of facts and knowledge to his co-workers in the newspaper press. He is a wide-awake, up-to-date printer and publisher, as this paper has had occasion to remark in substance at other times.

BUSINESS NOTES.

WE give below an extract from *The Newspaper Owner and Modern Printer*, an English newspaper publication. Under the heading of "The Linotype Composing Machine" the paper refers to the fallacy, quite common among printers who still adhere to the method of setting type by hand, that the correction of Linotype matter is a slow and difficult process. Attention is called to the practical tests on every day work in a London daily newspaper office, where the following experiments were recently made and the results carefully noted as stated below. None of the workmen knew that their time was being taken; neither the machine operators nor the hand compositors therefore made any attempt to make or break records. Every particular was a regular portion of the night's work.

1. A galley proof was given out to the line hands, with the intimation that it was "very urgent," and the corrections therein were made in fourteen minutes. The same proof was given to a machine operator on the following night to set the corrections, and he did it in ten minutes. This showed a saving in favor of the Linotype machine of nearly 30 per cent.

2. The same galley of corrections was given to a second operator on another night, and they were set by him in eight minutes—a saving of 50 per cent in favor of the Linotype machine.

3. A second proof was given out to line hands, marked "very urgent," and completed in eight minutes. A Linotype operator set the corrections in three minutes—a saving in favor of the Linotype as against movable type of more than 60 per cent.

4. A series of experiments was made on another occasion for the purpose of determining the length of time required for setting up and making corrections in Linotype matter, as compared with hand work, the results of which were as follows: A portion of matter from the daily press containing about 9,200 ens was taken, and into it were introduced a great number of errors of all sorts, including outs and doubles, and in that condition it was given to an operator on the Linotype as copy. After he had set the matter with all its errors a proof was taken of the galley corrected by him. An accurate record of the time required was kept, showing that the composition took one hour and five minutes, and the corrections twenty-seven minutes. The copy containing the errors was then given to an eminent firm of printers, a first-class hand compositor put upon the job, and it was set as in the previous case. By hand it took five and one-half hours to do the composition, and one and one-half hours to correct the galley. In this case it will be seen that the experiment extended over a much larger area, and that the same matter required to be set and corrected quite four and a half times as long by hand as it did by the Linotype composing machine.

But all these statements would be incomplete if the fact were not noted that the time taken in the distribution which followed, in consequence of the use of movable type, is not included in any of the figures quoted above.

The Mankato *Free Press* is one of the successful papers of Minnesota. Mr. L. P. Hunt, the owner of the paper, is a wide-awake, all-around job printer and newspaper man. He has a splendid, well-equipped establishment and office in a handsome and admirably arranged building erected for its accommodation. He has the best of presses and has lately installed a Simplex type-setting machine and is so pleased therewith as to devote two columns of a recent issue of his daily paper to recounting the remarkable advances made in all branches of industry and the still more wonderful inventions that have

made these advances possible. In speaking of this new Simplex type-setting machine the paper says:

"It is perfectly constructed and almost human in its action. Its mechanism is not complicated, and its operation is not difficult. Almost any man possessed of ordinary intelligence and with a reasonable amount of judgment can become an expert in six months. We say this understandingly, because two months' use in the *Free Press* office has demonstrated what at first seemed impossible to us into an established fact. The machine was installed into this office two months ago. The operator, Mr. Charles Mayer, and the justifier, Miss Edith Gibbons, had neither of them ever before seen a type-setting machine, much less ever having attempted to use one. The first day the machine was ready for use they set more type than a swift hand compositor could put up.

"The machine takes up no more floor space than a rain barrel. It is operated with a key-board similar to a typewriter. It does its own spacing and leading. It does its own distributing and unleading. In short, about all the operator has to do is to "play the keys" and the machine does the balance. Mr. Mayer and Miss Gibbons, with two months' practice, are capable of an average "string" of 4,800 ems an hour for the full eight hours, and it will be less than two months more when they will be able to put up 6,800 ems per hour. . .

"It will thus be seen that the machine is a great advantage to well-regulated printing offices. In fact, once installed it becomes indispensable."

The grand prix, or chief prize, is the highest premium awarded by the Paris Exposition of 1900. The Modern American Printing-Office, in which is Barnhart Bros. & Spindler's exhibit at the Exposition, received this prize. This honor is only additional testimony from competent authority—that Superior Copper-Mixed Type is the best in the world.

The Modern American Printing-Office is recognized by all visitors as being the finest exhibition in the American section, and the most valuable to craftsmen.

Among others who received the grand prix are the Hamilton Manufacturing Company, Chandler & Price, National Machinery Company, Unitype Company, F. Wesel Manufacturing Company, Latham Machinery Company. Very few exhibitors received this prize. Captain John H. Porter, who has charge of the exhibit, deserves the greatest credit for his masterly arrangement of the office.

The Modern American Printing-Office covers a surface of eighty running meters. The material comprises four American cabinets of forty-six cases, five cabinets of twenty-three cases, and other cabinets and cases necessary to contain all the accessories of a printing-office. There are 465 fonts of type, comprising thirty-three different styles of letters, and borders, ornaments, cuts, etc., are largely represented. In the pressroom are a Universal and two Gordon presses, each run by an individual electric motor. The office also contains a Simplex Type-Setting Machine which is attracting unusual attention.

The Inland Type Foundry of St. Louis has again, within three years, outgrown its quarters and has been compelled to rent two lofts at 214 and 216 Pine Street, immediately opposite its present large establishment. When this foundry moved into its building three years ago, nearly 75 per cent was added to the amount of floor space above that contained in stores it had outgrown. The renting of the two floors now is felt to be only a temporary expedient and when the present lease expires much more floor space will be demanded and larger quarters will be secured.

The Sprague Electric Company has recently opened a branch office in the Security Building, St. Louis. Mr. C. B. White, who is well known in the western electrical field, will have charge of the new office. He was formerly connected with the engineering department of the old Edison Electrical Company, having been located in Pittsburgh, and having done considerable construction work in that territory. He was later

electrical superintendent in charge of construction work with the Calumet Electric Street Railway Company, Chicago, and for the past two years has been connected with Western Electric Company in the engineering and sales department. The Sprague Electric Company now has branch offices in Chicago, Boston, and St. Louis, and agencies in all of the principal cities in this country and abroad.

At a meeting of the Board of Directors of the Sprague Electric Company, held recently, the following officers were elected for the ensuing year: John Markle, President; Edward C. Platt, First Vice-President; Allan C. Bakewell, Second Vice-President; Charles P. Geddes, Secretary; H. R. Swartz, Treasurer and Assistant Secretary.

Our splendid first cover page design last month was by the Sanders Engraving Company of St. Louis. The intent of the designer and engraver was that it should be printed in white. This should have been done, but it was found that on the dark blue paper that had been provided for the cover the desired result could not be obtained without running through twice for the one color. Unfortunately time was limited, as it had been arranged that the paper must be issued and out of the way of other work by a certain day. Red was added to the white and the reddish tint in which the cover was printed was the result. We have received many compliments on the cover as it appeared, but have to apologize to Sanders Engraving Company for not following directions. We will do better next time.

Mr. McKay, president of the J. L. Morrison Company of New York, has recently returned from a three months' trip through Europe. He speaks highly of some features of the Paris Exposition, especially mentioning the very rich and complete exhibit made by Russia as among the pleasant surprises. He does not think the exhibits were as well arranged for the purposes of comparison as they were at the Columbian Exposition. He found business very good in Germany, but less prosperous in Great Britain. He says Germany is quick to imitate or to copy new improvements and inventions; that they work more hours and are not so hampered by trade usages and rules as are English manufacturers.

The Queen City Printing Ink Company has recently issued two new specimen books giving artistic illustrations printed with their inks in the many different tints and colors. These are valuable not only as displaying specimens of inks, but are suggestive and helpful in their uses on different classes of work. Another evidence of progress and prosperity upon the part of this old and well-known company is the erection of a substantial new building to accommodate an increasing business.

The Hamilton Manufacturing Company carried off the Grand Prix at the Paris Exposition. The Hamilton printing office furniture has become the standard all over the world, and justly so.

\$50.00

IN CASH PRIZES is offered for cover design contest by the National Printer-Journalist. . . .

NOVEMBER 10 THIS OFFER IS CLOSED.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

EVERY EDITOR should have a copy of the History of the National Editorial Association. Write to National Printer-Journalist, Caxton Building, Chicago, inclosing \$1.00.

FOR SALE—New Babcock Optimus 4-roller press, prints 25x38 sheet; used only on one short run; also complete newspaper outfit; death the cause of sale. Address Chas. R. Kurtz, Adm'r, Bellefonte, Pa.

FOR SALE—Empire Typesetting Machine and Distributor, with complete outfit and about fifteen hundred pounds of ten-point Old Style Type. For samples and price address Isaac H. Blanchard Co., 268 Canal St., New York City.

FOUR GOOD JOB PRINTERS WANTED to win the \$50.00 offered in cash prizes for a cover design set up in type for the National Printer-Journalist. No engraving, but tint blocks may be used. The only condition necessary is to have your name on the regular subscription list. One year, \$2.00; six months, \$1.00; send for further particulars.

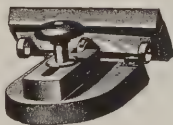
HOW TO AVOID LIBEL SUITS—A useful book, by John D. Missner. Fifty cents a copy. Write "M," care National Printer-Journalist.

\$1.00 For thirty ads for printers, illustrated; send stamp for sample. Address C. W. Bradley, Mooney Building, Buffalo, N. Y.

WANTED—Position by lady proofreader, experienced in all kinds of job and book work; able to assist editorially; either in or out of Chicago. Address "P," care National Printer-Journalist.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the **best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with **Hoerner's "Little Wonder" Sharpener**. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, \$2.85; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, **J. S. Hoerner, Highland, Ill.**



IMPRESS YOUR INDIVIDUALITY

On your publication. Be up-to-date in the creation of your ideal by furnishing your readers with what they can't get elsewhere. The best advertisement you can secure is in the matter you give your readers. Give them good matter and they talk your publication into fame. Our business is supplying exclusive service on special features, current and general topics. Departments suggested and regularly conducted. Give your readers something lively and of special interest on such as the following: **1. Literature; 2. Science; 3. Art; 4. Drama.** How would these do? Send for our special rate on above, or your choice of any four that would suit your want. **BUREAU OF RESEARCH**, Room 611, 237 Fifth Avenue, Chicago, Ill. R. C. Auld, Secretary.

Do You Want It?

A REQUEST on a printed letter-head will bring you a sample of **R. R. B. PADDING GLUE**. ROBT. R. BURRAGE, Frankfort Street, opposite Rose Street, New York.

Law of Newspaper Libel

Discusses what can be done, as well as what should not be said. Revised to cover recent legislation and latest court decisions. By D. M. BUTLER, Editor Nebraska Legal News. Send for a copy—25 cents—to **LEGAL NEWS, LINCOLN, NEB.**

November the Tenth

Is the date when the contest closes for the Type Cover Design.

CHICAGO
ROLLER
COMPANY

Printers'
Rollers...

AND TABLET COMPOSITION.

86-88 MARKET STREET, - - CHICAGO.

This is the best time to order
rollers for **WINTER USE**.

TELEPHONE (Long Distance)
MAIN 2926.

Reliance Lever Cutter

HAS REACHED THE 1,000 MARK.

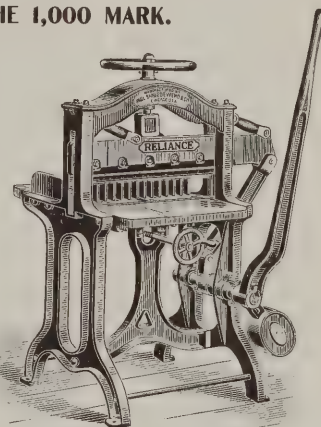
OVER 1,000 have been made and sold since its introduction six years ago—a record **NOT EQUALLED BY ANY OTHER CUTTER.**

The **RELIANCE** is absolutely accurate and thorough in construction. **ALL PARTS** strictly interchangeable, can not make it otherwise.

No claims are made which are not substantiated by the cutter itself.

Every machine fully guaranteed as represented.

Investigate! Accept no other before making a comparison.



FOUR SIZES MADE:
16 1/4 23 1/4 25 1/4 28 1/4 inches.

FOR SALE BY DEALERS.

PAUL SHNIEDEWEND & CO.

MANUFACTURERS,

197 So. Canal Street, - - CHICAGO, U.S.A.

Send for descriptive circulars and prices.

MILLER & RICHARD, Toronto, Sole Agents for the Dominion of Canada.

JOHN HADDON & CO., London, Sole Agents for the United Kingdom and English Colonies except Canada.



Tympalyn saves make ready
SEND FOR DESCRIPTIVE PAMPHLET
The Tympalyn Company
22 HIGH STREET, BOSTON, MASS.
ARTHUR S. ALLEN, PRESIDENT.
FORREST E. LOVEJOY, BUSINESS MANAGER.

SPECIAL HOLIDAY NUMBER



THE DECEMBER ISSUE of the National Printer-Journalist will be an especially fine one. It will be beautifully and profusely illustrated with engravings by the latest and best methods known to the engraver's art.

In addition to the regular departments—which have been a marked success—this number will contain “A Christmas Sermon for the Busy Editor Man,” by B. B. Herbert; “Newspaper Libel and the Right of Privacy,” by D. M. Butler; “Growth of Invention in the South,” by Cyrus Kehr; “Correspondence Schools of Journalism,” by Robert C. Auld; and a host of other interesting and technical articles on the printing business. The cover will be appropriate for the season and artistic in design. As an advertising medium the National Printer-Journalist stands in the very front rank for the reason that its pages are read by the buyers of printing material—it is read by the man in the business office before it goes into the workroom. The buyers are the subscribers. The edition will consist of the regular five thousand copies, and changes for advertisements should be sent in by November the tenth if possible. The National Printer-Journalist, Caxton Building, Chicago.



DESIGNS
AND
PRINTING
PLATES

SEND
FOR
SAMPLES

ILLINOIS ENGRAVING
COMPANY

346-356 DEARBORN ST. CHICAGO.

== HERE ==

IS

SOMETHING

for You, and your Friends, and your Customers.

EIGHT 25-cent copies of

Paul Point's "BRAIN ORE" Book

AND A YEAR'S SUBSCRIPTION
TO THE NATIONAL PRINTER-
JOURNALIST ALL FOR \$2.00.

"BRAIN ORE" is a 4x9-inch 36-page book of quotations from King Solomon down to well-known men of today. It is for advertisers, educators, and all other thinkers. It is a private text-book on how to do what you want to do. Get it, read it, re-read it, write on its margins, and paste clippings in it. The above picture is of a copy re-read—till the cover came off—by a man who claims it helped to increase his ability 25 per cent. *Single copies, 25 cents.*

National Printer-Journalist, Caxton Building, Chicago.

The Most Wonderful Scene in the World

Is the Grand Cañon of
Arizona, now reached by rail
from Williams on the

Santa Fe Route

instead of by stage as formerly.

A short, easy and
inexpensive side trip for
transcontinental travelers.

Full particulars
furnished by

General Passenger Office
The Atchison, Topeka & Santa Fe Railway Co.
CHICAGO

ELECTRIC-WELDED CHASES

Are so thoroughly fused in welding that they are in fact one solid piece of iron. The material from which they are manufactured being made perfectly true before welding, and the chases being held by delicate steel gauges during the processes of welding and cooling, the finished article is absolutely square and true.

No trouble to register forms in Electric-Welded Chases.

Quads, spaces, etc., do not work up in forms locked in Electric-Welded Chases.

Electric-Welded Chases cost no more than the common kind.

Send for price list. Electric-Welded Chases will save you money.

BARNHART BROTHERS @ SPINDLER,

Superior Copper-Mixed Type,
183 to 187 Monroe St., CHICAGO, ILL.

FOR SALE BY
GREAT WESTERN TYPE FOUNDRY, KANSAS CITY, MO.
MINNESOTA TYPE FOUNDRY CO., ST. PAUL, MINN.
ST. LOUIS PRINTERS SUPPLY CO., ST. LOUIS, MO.
GREAT WESTERN TYPE FOUNDRY, OMAHA, NEB.

Newspaper Machines.

- 41 x 56 Campbell Two-Revolution Book and Job Press, 2 form rollers, table and screw distribution, front delivery, fast and convenient, will take 7-quarto, all ready to ship, ... \$1,100.00
- 32 x 48 Campbell Country, 2 form rollers, rack and screw with table distribution, tape delivery, good job and newspaper press, run by hand and steam, new cast rollers, blanket, ready to ship, . . . \$450.00
- 23 x 28 Hoe Drum Cylinder, 2-roller, rack and screw distribution, wire springs, good newspaper and job press, will print two pages of a 5-column paper, speed up to 1,500 an hour, ready to ship, . . . \$375.00
- 33 x 47 Cottrell Drum, 4-roller, table distribution, will do halftone work, ... \$650.00
- 38 x 52 Cranston Drum, 2-roller, tapeless, rack and screw distribution, base foundation, will take 7-quarto, ready to ship, ... \$750.00
- 25 x 35 Potter Drum Cylinder, will take on two pages of a 7-column paper, ready to ship, ... \$500.00
- 38 x 55 Hoe Double Cylinder, a fast newspaper press, will take 7-column quarto, one or two feeders, ready to ship, ... \$1,250.00
- 32 x 46 Potter Drum Cylinder, 4-roller, rack and screw distribution, wire springs, tape, speed 1,500, ready to ship, ... \$750.00
- 40 x 54 Potter Drum, 4-roller, rack and table distribution, ready to ship, ... \$900.00
- Six-column Quarto Book Prouty Cylinder \$400.00
- Six-column Quarto, Chicago Stop Cylinder . . . \$390.00

Send for our detailed lists.

Exchanges made.

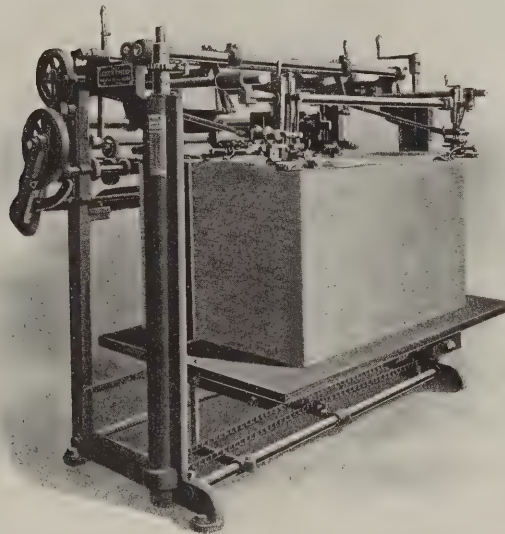
A. F. WANNER & CO.

302 DEARBORN STREET, & & CHICAGO.

THE DEXTER AUTOMATIC FEEDING MACHINE

FOR

Printing
Presses
folding
Machines
Ruling
Machines



No Electricity
No Suction

All Automatic
Devices
Mechanically
Controlled

MAIN OFFICE AND FACTORY
PEARL RIVER, N. Y.

TORONTO . . . 28 Front St., West
LONDON 46 Farringdon St.



DEXTER FOLDER COMPANY

NEW YORK
127 Duane Street

CHICAGO
315 Dearborn Street

BOSTON
12 Pearl Street

C. W. Crutsinger
Manufacturer
of

ROLLERS AND COMPOSITION.

18 NORTH SECOND ST.
ST. LOUIS

Our Elastic Tablet Glue is the best on the market.



\$50.00

IN PRIZES for a type cover design contest by subscribers to National Printer-Journalist.

KAST & EHINGER
MANUFACTURERS OF
PRINTING INKS
OF EVERY DESCRIPTION.

Three-color Process and Proving Inks a Specialty.

IMPORTERS OF
Bronze Powders and Lithographic Supplies.

..CHAS. HELLMUTH..

MANUFACTURING AGENT FOR THE UNITED STATES

OFFICE AND FACTORY: 46-48 E. Houston St., New York.
CHICAGO OFFICE AND FACTORY: Wells Bldg., 357 S. Clark St.

The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters
Advice on Technical Affairs
Hints on Every-day Work
Suggestions for Special Occasions

News of Printers and Printing
All about New Machinery and Appliances
Descriptions of Improved Methods of Work
Sample Jobs for "Lifting"

An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.
Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort Press; London: 1 Imperial Building, Ludgate Circus, E.C.

Special Premium Offer

THE NATIONAL PRINTER-JOURNALIST has made arrangements whereby it is enabled to make the following exceptional offer to both old and new subscribers. The prices given include all postage and other expenses:

HOW TO MAKE MONEY IN THE PRINTING BUSINESS, by Paul Nathan, price \$3; with a year's subscription to the National Printer-Journalist, \$4.

AMERICAN JOURNALISM AND TRAVEL (First Decennium of the National Editorial Association), by B. B. Herbert, price \$2.50; with a year's subscription to the National Printer-Journalist, \$2.25. This is an exceptionally good offer.

HOW TO AVOID LIBEL SUITS, price 50 cents; with a year's subscription to the National Printer-Journalist, \$2.

PAUL POINT'S "BRAIN ORE" BOOK, price 25 cents; with a year's subscription to the National Printer-Journalist, \$2.

HAVE YOU finished that design for the Cover Contest? If not, do so at once, as it might be worth \$20 to you. Contest closes November 10.

Crow Black



Half-Tone Black



This is what a leading printer says:

"I have obtained GOOD results from some inks, BETTER results from others, but for the BEST results I must use 'Standard' CROW BLACK and HALF-TONE BLACK INKS."

What more can WE say except that these inks are made solely by

**THE STANDARD
PRINTING INK CO.**

CINCINNATI, OHIO.

Chicago Branch, 71 Plymouth Place.



Tri-Color Inks,
Gold Ink,
Weatherproof Colored Inks,
Sunproof Poster Inks,
Copying Inks,

**Our
Specialties**

Crow Black,
Half-Tone Black,
Diamond Black,
Comet Black,
Banner Black.



**MONON
ROUTE**
4 TRAINS DAILY BETWEEN
**CHICAGO
INDIANAPOLIS
& CINCINNATI**
2 TRAINS DAILY BETWEEN
**CHICAGO &
LOUISVILLE**
PARLOR and DINING
CARS on DAY TRAINS
PALACE SLEEPING
CARS on NIGHT TRAINS
FRANK J. REED, Gen. Pass. Agt.
CHAS. H. ROCKWELL, Traffic Mgr.
W. H. McDOEL, Pres & Gen Mgr.
**DÉPÔT
DEARBORN STATION
CHICAGO**

ONLY LINE TO THE FAMOUS HEALTH RESORTS
**WEST BADEN & FRENCH LICK
SPRINGS**

ILLINOIS FINE CO. INC.

The National Printer-Journalist.

The scope of this publication, now in its twelfth year, has been greatly improved and enlarged, and made to cover the following

TWELVE DEPARTMENTS:

PUBLICITY AND MORE WORK for Printers, Printer-Journalists, Engravers, and Distributors. Giving practical hints, showing specimens of ads, etc. The HOW and WHY are given.

ABOUT ADVERTISING. Concerning the whole field of advertising, with facts, suggestions, and points by which to reach and educate advertisers. "Advertisatorial"—the best in nutshells.

NEWSPAPER COMPARISON AND CRITICISM. Pointing out defects and suggesting improvements. Send samples of work.

REVIEW OF JOB WORK, BOOKS, AND PAMPHLETS. Showing specimens of work, with criticisms, and telling how to attain greater excellence. Send specimens for review.

THE MAN HIMSELF. A help to self-help and how to help others. A collection of scattered and unrecorded valuable information.

THE CITY DESK. Gives suggestions for editors, reporters, and all newspaper writers. Introducing a correspondence school of journalism. What to say and how to say what you want to say.

THE PRESSROOM. Giving a practical treatise on presswork, how to handle and care for rollers, make up forms, with hints on make-ready and the care of presses. Also answers to inquiries.

THE BOOKMAKER. A department on bookbinding showing reproductions of new book covers, etc., with notes on same.

THE JOB PRINTER. Giving articles on the management of the job office, on job composition, and the way to make it pay.

AMONG THE ASSOCIATIONS. Contains accounts of the meetings of Editorial, Publishers' and Employing Printers' Associations, with extracts from practical papers delivered by the most successful editors, publishers, and printers in America.

EDITORIAL NOTES AND POINTS. Gives new features and novel points in newspaper making, special numbers, souvenirs, etc., with notes on the most successful way of handling the same.

CIRCULATION DEPARTMENT. This subject is treated in a comprehensive manner, giving the best methods of securing, retaining, and managing the circulation of a newspaper.



FORE! Half-Tone Engraving Zinc Etching, Electrotyping

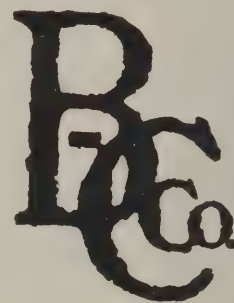
THE business of the Barnes-Crosby Co.
is increasing more rapidly than that of
any other engraving concern in America.

**DESIGNING, DRAWING
ILLUSTRATING**

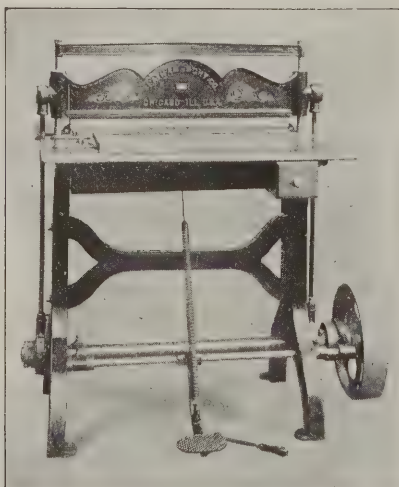
Estimates and specimens of work furnished on
request.

BARNES-CROSBY CO.

General Offices and Works, Times Building, Chicago.
Southwestern Branch, Mermod & Jaccard Building, - St. Louis



Latham's Monitor Perforator.



FOOT AND POWER. ALL SIZES AND STYLES.

COMPLETE LINE OF BOOKBINDERS' AND PRINTERS'
MACHINERY. SEND FOR CATALOGUE AND PRICES.
BARGAINS IN REBUILT MACHINERY.

LATHAM MACHINERY CO.

New York Office:
8 READE STREET.

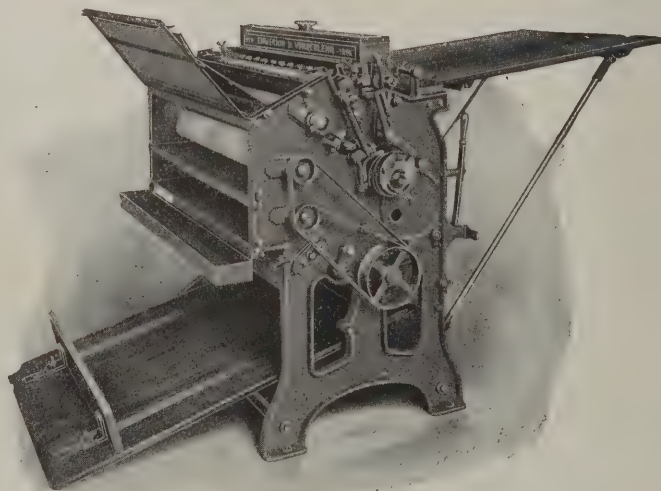
Office and Factory:
199 S. Canal St., CHICAGO.

THE EMMERICH.... *Improved Bronzing and Dusting Machine.*

Over 2,000 Machines in use.

SIZES:

12 x 20
14 x 25
16 x 30
25 x 40
28 x 44
34 x 44
34 x 50
36 x 54
40 x 60
44 x 64



SPECIAL BRONZING MACHINES are made for bronzing heavy paper
stock, such as Photograph Mounts, Mats, Sheet-metal, etc.

We also manufacture an excellent **Roughing Machine**, for embossing
Tablet Covers, Color Prints, etc.

EMMERICH & VONDERLEHR,

191-193 Worth St., New York.

Write for prices
and particulars.

The Paramount Issue

CORRECT Inks



IN THE SELECTION OF HIS INKMAKER AND HIS INKS, the paramount issue for the printer is to get **CORRECT** inks **CORRECT** for his presses **CORRECT** for the papers on which they are to be used **CORRECT** for the time and place

where and when they are used. And last but not least

CORRECT IN PRICE

Our efforts are directed solely to the purpose of furnishing

CORRECT Inks at Correct Prices

and not to finding excuses for high prices



Sigmund Ullman Co.

Printing and Litho. **INKMAKERS**

N E W Y O R K

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Do not fail to look through the advertising pages for the announcement of the \$50 Cover Contest of the National Printer-Journalist.

GRAND SPECIAL

The December issue of PROFITABLE ADVERTISING will be a grand special edition, exploiting the publication itself, with illustrations of its offices and people and the mechanical facilities of its printers, The Barta Press. Other important features will appear, including the result of the recent prize contest for advertising designs, portraits of successful artists, reproductions of prize winning designs, etc., about one hundred pages in all. Ten cents buys a copy of this handsome, valuable edition. Send \$1 for year's subscription beginning with November or December issue. PROFITABLE ADVERTISING, Boston, Mass. Kate E. Griswold, publisher.

A Side Gauge

Thin as paper * * * * *
 Fastened quickly * * * * *
 Anywhere on the tympan * * * * *
 High wings that never grow weary * * * * *
 Latest models * * * * *
 No complaints * * * * *
 Outlast ten times their cost. * * * * *

These Flexible Gauge Pins are manufactured under Megill's Patent No. 438,382. This patent contains the broad generic claim, and any Flexible Gauge Pin made by another party would be an infringement.

Price 60 cents per dozen, either size or assorted.

SOLD BY ALL DEALERS AND BY

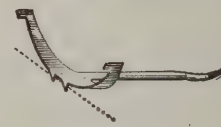
E. L. MEGILL, Patentee and Manufacturer, 60 Duane Street, New York.

that will enable you to use both grippers is a great TIME SAVER.

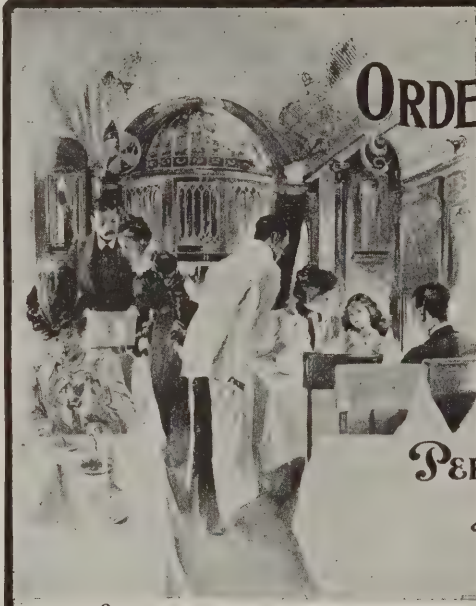
ASK FOR THE FLEXIBLE GAUGE PINS



WITHOUT LIPS



WITH LIPS.



ORDER WHAT YOU WANT

PAY FOR
WHAT YOU ORDER

Superb Dining Car Service

Lackawanna Railroad

OFFERING IN ADDITION TO A

PERFECT A LA CARTE MENU

LOW PRICED CLUB MEALS

SERVED INDIVIDUALLY

FROM 35 CENTS TO \$1.00

E.G. RUSSELL, GEN'L SUPT. T.W. LEE, GEN'L PASS AGT. B.D. CALDWELL, TRAFFIC MGR.

→ Lackawanna Dining Car ←

Faster than ever to California

Chicago-Union Pacific
& North-Western Line

THE OVERLAND LIMITED leaves Chicago 6.30 p. m. daily, arrives San Francisco 5.15 p. m. the afternoon of third day and Los Angeles early next morning. No change of cars; all meals in Dining Cars. Buffet Smoking and Library Cars with barber. The best of everything. The Pacific Express, at 10.30 p. m. daily, is also a first-class train with through service to California. Tourist Sleepers daily and personally conducted excursions every Thursday. Illustrated booklet free. Ticket offices, Chicago & North-Western Ry., 193 Clark Street and Wells Street Station.

STEREOTYPING

We have a new and good process of Stereotyping especially adapted for newspaper and job

offices who will invest \$350 and up in a really practical plant — not amateurish. The publisher of the National Printer-Journalist says there are many of its readers who want just such a first-class Stereotyping outfit. We hope he is right. When you write, mention the National Printer-Journalist and tell us exactly what work you wish to do. :: :: :: :: :: :: :: :: ::

F. WESEL MANUFACTURING CO.

82 FULTON STREET, NEW YORK.

MANUFACTURERS OF ELECTROTYPING, STEREOTYPING, AND PHOTO-ENGRAVING MACHINERY; PRINTING MATERIAL OF ALL KINDS. Agents in New York and New England for BARNHART'S TYPE.

National Printer-Journalist Directory

of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Other Related Lines.

Rate: One Line One Year, \$3; Each Additional Line, \$2; 25 Cents a Line Single Insertion.

ADVERTISING NOVELTIES.

American Manufacturing Concern. Jamestown, N. Y.

BRONZING AND DUSTING MACHINES.

Emmerich & Vonderlehr, 191 and 193 Worth St., New York.

CARDBOARD.

Champion Coated Paper Co., Hamilton, Ohio.

CHALK ENGRAVING PLATES.

Hoke Engraving Plate Co., 304 North 3d St., St. Louis, Mo.

COATED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

ELECTRIC MOTORS.

Sprague Electric Co., 527-531 West 34th St., New York.

ELECTROTYPERS.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Electrotypers and Photo and Wood Engravers.

Bright's "Old Reliable" St. Louis Electrotyping Foundry, 211 North 3d St., St. Louis, Mo. Work in all branches.

ENAMELED BOOK PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

FOLDING MACHINERY.

Dexter Folder Co., factory Pearl River, N. Y.; New York, 127 Duane St.; Chicago, 315 Dearborn St.; Boston, 149 Congress St.

GLAZED PAPER.

Champion Coated Paper Co., Hamilton, Ohio.

INK MANUFACTURERS.

Ault & Wiborg Co., The, Cincinnati, Chicago, and St. Louis; Ault & Wiborg, New York.

National Printing Ink Co., factory Grand Av. and Rockwell St. Phone West 745. See third cover page of this issue.

INK MANUFACTURERS' MACHINERY.

Black & Clawson Co., The, Hamilton, O.

NUMBERING MACHINES.

Bates Manufacturing Co., 135 5th Av., New York. Sole manufacturers of Bates's Automatic Hand Numbering Machine. No connection with any other firm of similar name. Remember, our address is 135 5th Av., New York. Factory, Orange, N. J.

PAPER CUTTERS.

American Type Founders Co., cutters of all standard makes on sale at all branches.

Chandler & Price Co., Cleveland, Ohio.

Challenge Machinery Co., 2523 Leo St., Chicago.

PERFORATORS.

Black & Clawson Co., The, Hamilton, O.

PHOTO-ENGRAVERS.

Barnes - Crosby Co., Times Building, Chicago.

Binner Engraving Co., in the Binner Building, Chicago.

Benedict, George H. & Co., 175 and 177 Clark St., Chicago.

Blomgren Bros. & Co., 175 Monroe St., Chicago. Photo, halftone, and wood engraving.

Clark Engraving Co., Milwaukee, Wis. Engravers for all purposes and original designers. Let us quote figures.

Sanders Engraving Co., Holland Building, St. Louis, Mo.

Williamson-Haffner Engraving Co., 1633 Arapahoe St., Denver, Col.

PRINTERS' MATERIAL.

Bronson's Printers' Machinery House, 54 North Clinton St., Chicago, carries the largest line of thoroughly rebuilt second-hand cylinder presses in the market. Large number of machines constantly on hand.

F. Wesel Manufacturing Co., 82 Fulton St., New York. Greatest output in the world of printing material in iron, steel, copper, brass, and wood.

Kennedy, T. E. & Co., 414 East Pearl St., Cincinnati, printers' outfitters. Large stock second-hand machinery, sell Barnhart's type, Huber cylinders, Gordon and Universal jobbers, Brown & Carver cutters, and other goods. Quote best prices.

PRINTERS' ROLLERS AND COMPOSITION.

Crutsinger, C. W., 18 North 2d St., St. Louis, Mo.

Godfrey & Co., printers' rollers and roller composition, Philadelphia, Pa. Established 1865.

PRINTING PRESSES.

American Type Founders Co. sells Cottrell Country, Monarch, and Paragon presses.

Babcock Printing Press and Manufacturing Co., The, New London, Conn.; Barnhart Bros. & Spindler, general Western agents, 183-187 Monroe St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Goss Printing Press Co., 16th St. and Ashland Av., Chicago. Manufacturers newspaper perfecting presses and special rotary printing machinery.

Miehle Printing Press and Manufacturing Co., main office and factory corner Clinton and Fulton Sts., Chicago.

Scott, Walter, & Co., Plainfield, N. J.

TYPE—COPPER-FACING.

Newton Copper-Faced Type Co., 18 and 20 Rose St., New York. We double the durability of type.

TYPE FOUNDERS.

American Type Founders Co., greatest output, completest selection, most original designs. Send to nearest branch for latest specimen book. BRANCHES—Boston, New York, Philadelphia, Baltimore, Buffalo, Pittsburg, Cleveland, Cincinnati, Chicago, St. Louis, Minneapolis, Kansas City, Denver, Portland, Los Angeles, Spokane, San Francisco. SPECIAL DEALERS—Atlanta, Dodson Printers' Supply Co.; Toronto, Toronto Type Foundry; London, England, M. P. McCoy, Phoenix Place, Mount Pleasant, W. C.; Melbourne, Alex. Cowan & Sons, Ltd.

Barnhart Bros. & Spindler, 183-187 Monroe St., Chicago.

Bruce's New York Type Foundry, V. B. Munson, successor; 13 Chambers St., New York.

Hansen, H. C., type founder and printers' supplies, 24 and 26 Hawley St., Boston, Mass.

TYMPALYN.

Tympalyn Co., The, 23 High St., Boston. Tympalyn saves make ready.

TYPESETTING MACHINES.

Mergenthaler Linotype Co., Tribune Building, New York.

Unitype Co., The, 150 Nassau St., New York; 200 Monroe St., Chicago.

WOOD TYPE.

Hamilton Manufacturing Co. Main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Middletown, N. Y. Manufacturers of wood type, cases, cabinets, galleys, etc.



THROUGH ALL THE FOG OF ADVERTISING and claims of rival manufacturers it can be plainly seen that LEVEY'S INKS are recognized as the standard. Every traveling salesman claims for the firm he represents that they can furnish Inks "as good as Levey's," but never refers to any other manufacturer. We would ask any printer, who has been solicited for his trade, if this is not the case. We were the first to make a "Halftone Black" that would work well on coated paper, and other houses followed in our footsteps, trying to imitate our product. On June, 1894, Mr. Theo. L. DeVinne wrote us as follows:

Fred'k H. Levey Co., New York.

DEAR SIR: We have been using your Inks for some years past and can testify to their general excellence, more especially for their use on coated paper. We find them very uniform, and with your nice graduations of body we can suit ourselves for almost any condition of paper. They are certainly very superior in quality, and we are highly satisfied with the results obtained from their use.

Very truly yours,

THEO. L. DEVINNE & Co.

We would say we are still furnishing all the Inks used by Messrs. Theo. L. DeVinne & Co., and what better testimony can an Ink maker have of the excellence of his Inks.

FRED'K H. LEVEY CO.

✍ ✍ **Manufacturers of Printing Inks,** ✍ ✍

59 BEEKMAN STREET, : : : : NEW YORK.

FRED'K H. LEVEY, President.

CHAS. E. NEWTON, Vice-President.

WM. S. BATE, Secretary.



A Scheme to Make Money

WE ARE IN THE PRINTING INK BUSINESS TO MAKE MONEY; YOU ARE IN THE PRINTING BUSINESS FOR THE SAME PURPOSE. We can not CUT PRICES and gain our end, unless we cheapen the quality of our inks. You can not make money with poor ink, no matter how cheap you may get it. Therefore it pays us to keep up the quality as well as the price of our inks, and it pays you to continue using our inks at the old prices, regardless of our competitors' tempting offers of "cut rates." We continue to make our aim "the best grade of ink at the lowest POSSIBLE price," but we do not CUT at the expense of quality.

OUR GUARANTEE

We guarantee NATIONAL INK to be first class in every respect. Non-fading, non-injurious, with greater covering and lasting qualities freer from smut and set-off than can be obtained elsewhere. An ink that comes nearer perfection than that produced by other makers. :: :: :: :: :: :: :: ::

National Printing Ink Company

1041-1053 Grand Avenue, Chicago

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH-SPEED, FOUR-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26 x 36 to 48 x 65. This press is built to do the finest class of printing, and is specially adapted for halftone work both in black and in colors. It is the standard Flat-Bed Press of the world today, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH-SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS. AND OTHER PARTICULARS. ADDRESS

THE MIEHLE PRINTING PRESS & MFG. CO.,

Main Office and Factory, Cor. Clinton and Fulton Sts.,

SOUTH SIDE OFFICE,

274 DEARBORN STREET.

CHICAGO, ILL., U. S. A.

National Printer Journalist



ILLINOIS ENGRAVING CO., CHICAGO

A Journal of Printing and Allied Trades



PROFITABLE PRESSWORK

Only perfect printing at high speed will yield a profit in these times of low prices and close competition. And the higher the speed and more perfect the work, the greater are the profits.

THE

OPTIMUS

Stands without a peer as a producer of profitable printing. No other press will run so fast. No other press will do such perfect work.

You are handicapped if you are running out of date or cheaply constructed machines. It costs no more per hour—often less—to run an Optimus, and the output is so much greater that your profits are doubled.

The reason The Optimus is unequaled in printing power is because it is perfectly constructed in every particular. It is built of the best material, money costing; it is provided with every conceivable device to expedite the work of pressmen and feeders. Its register is absolute; its impression is uniformly unblinding; every grade of paper and every size of sheet is delivered without change or adjustment, printed side up and under the pressman's eye; galley distributers work the ink up in the finest possible manner before it reaches the form-rollers; all rollers are interchangeable; the bed driving mechanism is mechanically correct, and end and roller travel in perfect unison, without slip or slur. In fact, the construction of The Optimus is such that it will return a larger net profit than any other press in the world.

Full particulars for the asking.

BABCOCK PRINTING PRESS MFG. CO.,

New York Office, 38 Park Row.

NEW LONDON, CONN.

BARNHART BROS. & SPINDLER,

General Western Agents.

For sale by
St. Louis Printers Supply Co., St. Louis, Mo.
Great Western Type Foundry, Kansas City, Mo.
Great Western Type Foundry, Omaha, Neb.
Minnesota Type Foundry Co., St. Paul, Minn.

183 to 187 Monroe Street,
CHICAGO, ILL.

SET IN 8-POINT PARAGON WITH PLYMOUTH DISPLAY, AND BORDER NO. 367.



ESTABLISHED
1872

Phone
592

WILLIAMSON-HAFFNER ENGRAVING CO.

1633 ARAPAHOE ST.
DENVER

DESIGNERS
HALF-TONE
ZINC ETCHINGS
3 COLOR
PROCESS



*An open letter
to our patrons:*

Never in the history of this house have we found the prospects for another year so encouraging. Since 1844 we have seen the years come and go—56 of them—each an improvement on the one preceding it.

This long record of successful effort was not made possible by our work alone, and never have we appreciated more than now our obligations to our good friends and customers who have made this condition possible. We have never allowed ourselves to feel that in simply giving a customer his money's worth we had fulfilled our whole duty, but tried to perform that duty in such a way as to assure him of our appreciation of his patronage.

This policy we have tried to instil into the mind of each employee with good success, but occasionally in an army of employees, one will be found here and there who cannot keep step, and whose awkwardness mars the appearance of the whole regiment,—*to those who notice only such things*. For these exceptions, which are few, we ask your indulgence, for we can say with pride, that the record of the rank and file for victories won, time of service and present condition, is seldom equaled.

*"Old men for counsel,
Young men for war."*

We have them both all eager to do
your service at your word of command.

The elaborate and expensive sample sets, books of reference, etc., we have published from time to time and others now in preparation are an evidence of our desire to do our best. In fact, with these samples and the handy *Net Price List*, we have placed the most remote printer in a position to buy his stock as intelligently as the largest and best located printing concern on earth.

Now we would like to hear from all our customers, suggesting anything additional we can do in this line, and telling how they like what we *have done*. It will do us good—and you too.

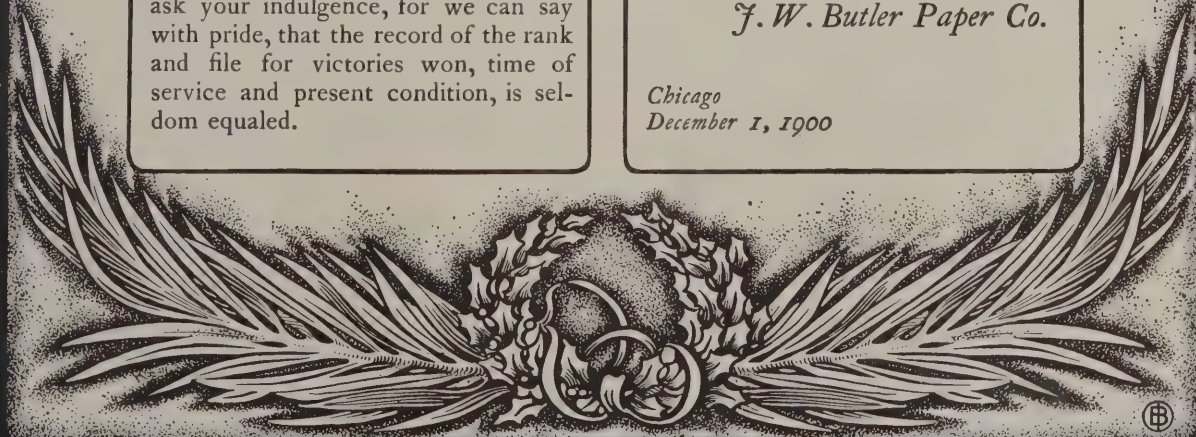
Since the end of a century comes only once in a life-time, we think it a most appropriate occasion for the exchange of sincere courtesies and expressions of confidence for the future.

Wishing you and yours a joyful Christmas and a large, prosperous share of the new century, we are,

Yours very sincerely,

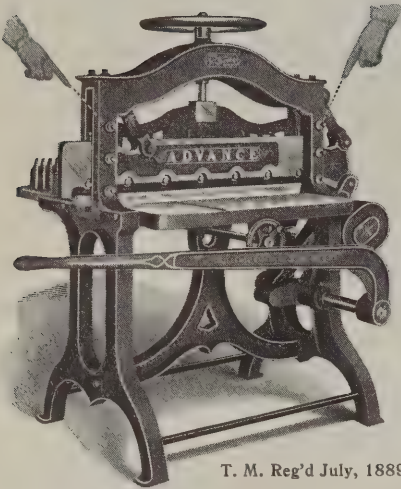
J. W. Butler Paper Co.

Chicago
December 1, 1900



The ADVANCE Paper Cutters

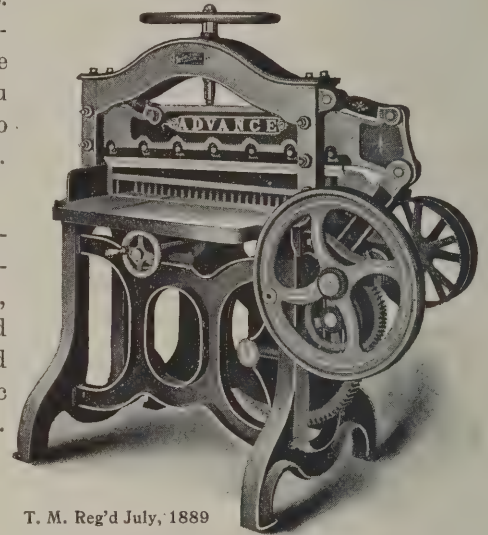
The ADVANCE LEVER CUTTER has gibs and setscrews to take up wear of knifebar. Interlocking gauge and clamp for cutting narrow strips. Shafts and screws all steel, and bearings scraped to fit. New style lever gives great power and makes an easy shear cut. It is low-priced, and yet it has certain features not found in other cutters. Notice illustration; the lever is at end of cut; you don't have to break your back stooping to the floor. Send for descriptive circular.



T. M. Reg'd July, 1889

Six Sizes: 16, 19, 22½, 25, 30 and 33-inch.

The ADVANCE POWER CUTTER, most substantial paper cutter ever made at the price. The frame is firmly stayed by two heavy cross-braces, upon which is bolted the truss that supports the center of the bed, making it perfectly rigid under pressure of clamp and knife. The clamp and gauge-screws, shafts, studs, clutches and driving gears are cut out of solid steel. Interlocking back gauge and clamp, figured rules in bed, automatic throwoff and lots of other good points. Send for descriptive circular.



T. M. Reg'd July, 1889

Two Sizes: 30 and 33-inch.

**SOLD BY
DEALERS
EVERY-
WHERE.**

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2523 Leo Street, CHICAGO.

**ALWAYS IN STOCK
AT ALL OUR BRANCHES**

FOR LIST OF
BRANCHES SEE
NATIONAL PRINTER
JOURNALIST DIRECTORY

**HAMILTON
WOOD GOODS**

**AMERICAN TYPE FOUNDERS
COMPANY**

An Object Lesson



OME purchasers of cabinets, when they see the list price of a modern fifty-case steel-run cabinet, think the price too high and select what they consider to be the cheaper old-style wood-run cabinets, containing sixteen or twenty cases. Don't entertain the idea that these steel-run cabinets are too high-priced, for the fact is, they are the cheapest cabinets ever placed in the market, notwithstanding all the special advantages they possess. The list price may look high, but consider the number of cases you are getting in your cabinet. That's the test. Take, for instance, the two cabinets illustrated herewith as an example. They

occupy the same floor space — only one-half the space taken by an ordinary news stand. The fifty-case cabinet is modern in construction, thoroughly up-to-date, and fitted with steel runs. The list price of this cabinet is \$75, an average of \$1.50 per case. The other cabinet is the regular sixteen-case Wisconsin Cabinet, fitted with wooden runs. It is a good and substantial cabinet of its class, and nearly all printing offices are supplied with this cabinet in various sizes. The list price of this sixteen-case cabinet is \$26, an average of \$1.62½ per case. Now, which is the cheaper? The high cabinet is 12½ cents per case lower in price and has steel runs, while the other cabinet has wooden runs. The saving in space by the use of the high cabinet is over 200 per cent. With these facts before you, which will you buy? If you desire to save space and labor, send for our complete catalogues, which explain it all. They are full from cover to cover of handsome illustrations of modern Printing-Office Furniture. Specify our goods when ordering through your dealer. Be sure that you get them. Every article we make bears our stamp. Look for it. *It is a guaranty of excellence.*

50-Case Cabinet

List Price, \$75

Average Price, per case, \$1.50
With Steel Runs.

16-Case Cabinet

List Price, \$26

Average Price, per case, \$1.62½
With Wooden Runs.



16-Case Wisconsin Wood-Run Cabinet.
Height, 43 inches.

**S a v i n g
i n s p a c e
b y u s i n g
50-Case
Cabinets,
200
p e r c e n t.**



50-Case Wisconsin Steel-Run Cabinet.
Height, 84 inches.

THE HAMILTON MFG. CO.

MAIN OFFICE
AND FACTORY.....

TWO RIVERS, WIS.

EASTERN OFFICE

AND WAREHOUSE...

MIDDLETOWN, N. Y.

Largest Manufacturers of WOOD TYPE in the world. Over 1,000 designs, each made in over twenty different sizes, giving a choice of over 20,000 fonts.

AWARDED THE GRAND PRIX
AT THE PARIS EXPOSITION.
HIGHEST HONOR OBTAINABLE.

Mechanical "Stunts"

are interesting as showing what can be done with intricate mechanism if you do not care what it costs to do it, but the wise buyer installs such machines as will save him the most money on the basis of his local conditions.

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and in use in hundreds of such offices in many States. Accompanying letter is a sample of what they are doing—and the machine has been in this office only a short time. Better results yet will be secured when the operator has had time to develop normal speed.

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PUBLISHERS DAILY AND WEEKLY GAZETTE,

STILLWATER, MINN., October 24, 1900.

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We set from 28,000 to 30,000 ems a day of eight hours' work, occasionally running overtime an hour the day previous to issue our weekly.

We figure that it is a money-saver of at least \$10.00 a week, which is a fine saving on the investment.

We wouldn't return to hand composition under any circumstance. Can and have recommended the Simplex to several prospective buyers.

W. E. E.

Respectfully yours,

EASTON & MASTERMAN.

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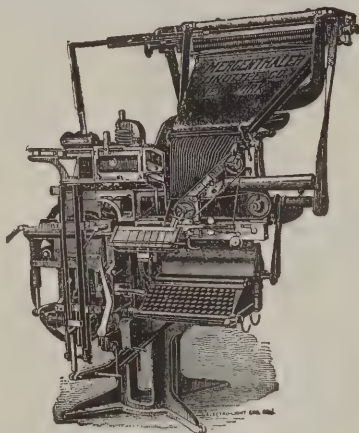
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The Arkansas Democrat, Little Rock, Ark., says:

"The Linotype machines have come up to our every expectation. They are a GREAT CONVENIENCE and SAVING in composition on BOOK WORK. They have proven to be all that we expected of them, as evidenced by our order for a third machine."

The Herald, New Britain, Conn., says:

"We have used your machines in this office for almost four years, and consider them invaluable. The expense of running them has been slight so far as repairs are concerned, and we called in NO OUTSIDE ASSISTANCE to operate them or keep them in order. We average 4,500 ems per hour on each machine."

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In recent years, delicate half-tones and the like, have shown that the soft blankets were not sufficient to give the necessary sharp and clear impression; so press builders and pressmen have been working for a harder printing surface.

Tympalyn is a step further in this direction, and to correct the general impression which is entertained by printers who have not used Tympalyn, that it is another species of rubber blanket and therefore a soft packing, we wish to say that Tympalyn presents a harder printing surface than any ordinary hard packing in use to-day.

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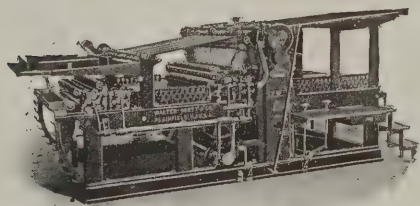
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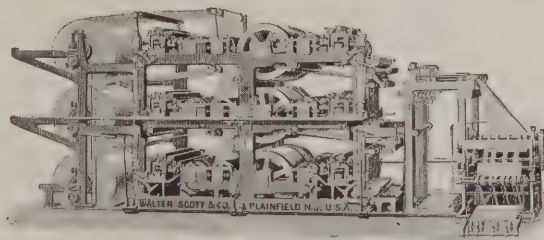


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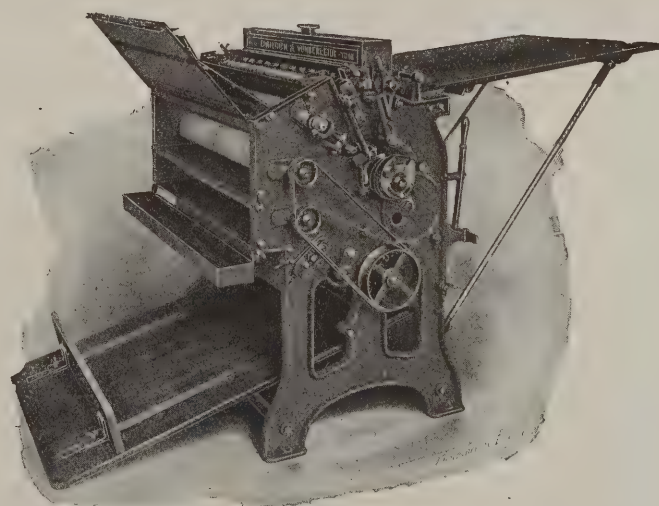
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GORDONS

1888-367 GORDONS

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1891-652 GORDONS

1892-657 GORDONS

1893-732 GORDONS

1894-743 GORDONS

1895-1,143 GORDONS

1896-1,375 GORDONS

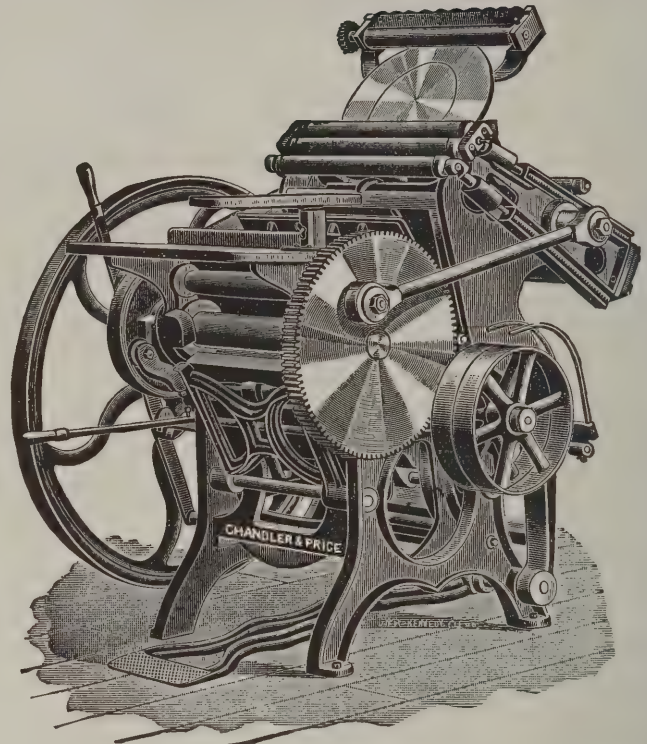
1897-1,086 GORDONS

1898-1,589 GORDONS

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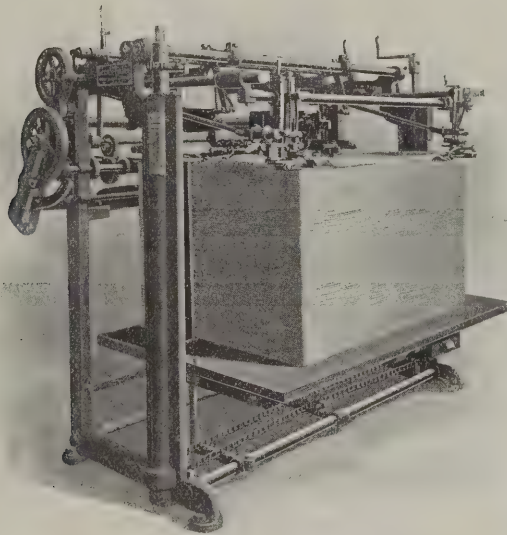
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NATIONAL PRINTER JOURNALIST

*A Journal for
Printing and Allied Trades*

VOL. XVII.

CHICAGO, DECEMBER, 1900.

NO. 12



FOR A PRACTICAL SCHOOL OF JOURNALISM

By ROBERT C. AULD, of Chicago.



JOE JEFFERSON, after an address given to the members of the Dramatic Club of Hull House, Chicago, October 14, offered to answer any question any member of the club wished to put, remarking: "I may be able to tell some rising actor something, at the beginning of his career, which I have not learned till the end."

No better text than the above could be chosen for the plea contained herein, as to the establishment of a school of journalism, under the most desirable prestige and auspices. It has been alleged that the teaching of journalism, in departments established for the purpose in regular colleges, has resulted in failure. This, without looking far for the causes, we are quite ready to believe. Journalism must be wrought into a man by practice rather than precept. The conditions that a student of journalism, from one of these colleges, finds, when he leaves, are so diverse and so unlike what he anticipated that he is unprepared for the disillusionment (to him, perhaps) and he generally throws the whole thing up, as a bad job. Another reason may be that in these courses the journalistic requirements are not so prominently kept in view as the purely literary. This may result from the fact that the instructors may be graduates from literary departments of colleges and not from editorial chairs. Journalism, to be absorbed in all its essence, has a stimulative environment peculiarly and exclusively its own. It must be entered, breathed, for the aspirant to become to the manner born. Journalism should be a part of the growth of the individual—and that can best be developed by beginning its cultivation early.

No profession seems better capable of attracting brighter minds than journalism. Hence, should not means be provided, by those who have already trodden the path and know its difficulties, for bettering the equipment of the young men and women who are attracted to offer their talents to its service and their devotion at its shrine? Journalism is a republic itself and welcomes, and receives, recruits from all sources. But is it not too true that no success can be achieved in journalism unless there is present in the individual that

knowledge which is necessary to develop the varied instincts that have to be drawn upon to fulfill any, and every, sudden assignment of whatever unlooked for nature that might be given him?

The equipment of a journalist who could boast that he "never refused an assignment" must be a complete and pretty nearly perfect one. It is this perfect equipment that a school of journalism should provide the individual, who has the capacity of absorbing it. The ability to use the English language, for any purpose, under any circumstances—that is the basic requirement. Any one who has this faculty and facility, with a commensurate share of good common sense, may start even in the race. One with such qualifications may become a journalist in spite of all difficulties. But, like Joe Jefferson, he may live till he is old to learn things that, with an experienced director, he might have learned at the beginning, and saved himself an immense amount of pain and travail. It is the provision of just such knowledge that the entering class of journalists sorely needs.

James Whitcomb Riley, in a recently published interview, remarked: "The writers of today have many things to learn, and it requires time for some to acquire the knowledge that makes them successful. Others never get it. Years ago, when I first began to write, I came to the conclusion that the classics were crude when written. I decided to exercise my humble talents to what I considered the best advantage. I was poorly educated, and my first work did not attract attention. I wrote for all kinds of people, to please all grades, and after a while my poems began to take. As I grew older I learned many lessons. . . . I found a man must mingle business with his writings if he would be successful." Browning, the "poet of the soul," was, also, self-cultured. He matriculated at the University of London, but never graduated. He began to write as a mere boy, and tried to find a publisher for his crude work, but of course failed. He lacked the knowledge of his craft and art. But he learned it by self-study. Of how many others cannot similar statements be made? Gibbon has declared that "Every person has two educations—one which he receives from others, and one which

he receives from himself." A college education provides the former, but the correspondence method secures both.

Taking into consideration the amount of inquiry the NATIONAL PRINTER-JOURNALIST has from time to time received on the subject, it has come to the conclusion that it is just some means of providing such equipment, as is herein fully implied, for the young writer, the young journalist—for a writer generally finds his first employment in that excellent school of journalism, the newspaper office—that it would place at his disposal.

From what sources might we expect the ranks of journalists to be, by this reason, mostly recruited? From the class-rooms of every college throughout the country where good healthy American spirit is encouraged. There is a field for the journalistic tyro in every hamlet where the American family has its social round of duties. To those who at college have developed that rare gift of expressing themselves in "straight English," have the knack of telling things, quaintly or interestingly—and a recent observation has convinced us that this talent is wider spread than is generally supposed—to those who have this gift and this knack does the welcoming hand of "the press" extend itself. As suggested at the commencement of this article, these are the individuals that should be taken in hand at their "beginning" in such chosen career. To the natural ability so possessed should be added as soon as possible a knowledge of the mechanics—so to speak—of the craft, the technics of the art, as well as the form required to present different classes of matter, etc.

The various departments of journalism and publishing are many and offer a wide choice, so that young men, variously gifted, may find in the adoption of one or the other branch just the sort of work to fit his particular bent. The editorial chair is not, by any means, the only goal to be attained. There is the business department, there is the typographical department, the illustrating, engraving, proofreading, and advertising departments. Besides the newspaper field, there is the wider periodical field; all of which lead to authorship. Looking behind us we find that the greatest in the field of journalism and authorship have been self-made. If it were not, had not been, for this self-making instinct, the world would have cut a sorry figure. We may go further and say that the greatest men the world has produced, have been self-made, by methods that have, on the part of the student, been adopted by, as they were adapted to, correspondence instruction.

Whatever amount of college education a man may have had, he has always his own making in his own hands. Self-making, indeed, is the world's reliance. The opportunity suddenly arises, and the man who has been silently—unknowingly, it might be said, of the possible development—preparing for the same, is ready to step from the rear to the front. A man must be equipped for the opportunity; if he is not, that opportunity will pass him by; he is unable to improve it. But at what cost has this self-equipment been, in every case, acquired! Think, not only of the loss of time and energy, but the loss of knowledge along the whole line, that such method entailed to the soul athirst for fame! Self-help was a groping in the dark; a constant stumbling over unseen obstacles that could not be overcome; that had to be passed by till the end of each career, perhaps. We know of an instance of an engineer, who held a position, to fill which would be regarded as the height of any younger man's ambition, who was living on unsatisfied. His position was a sinecure; and, though to the young generation he appeared to know it all, he was not himself of that mind. He yearned to know some things about his profession of which he was still ignorant, "before he died." Indeed, he would die unsatisfied unless he could gain the knowledge that excited his eager curiosity. So, to obtain such knowledge, he, a bent, grizzled veteran, bought a scholarship in one of the technical correspondence schools, and the last heard of him, was that he was ready to "pass in his checks;" he had satisfied his curiosity "to know." His case illustrates Joe Jefferson's remark. Is it not the same, more or less, in the journalistic—every other—field? Then should we not come forward, all who have

the will, and help the young man at the start? A good start is everything, often. And that should be the whole purpose, the keynote, of the design—in the establishment of a practical school of journalism.

Think of the difficulties that might have been removed from the paths of such men as Abraham Lincoln, Daniel Webster and Benjamin Franklin—the three, following the peerless Washington, heading the list of names selected for the Hall of Fame of the New York University. In the twentieth century there will be no need for any man to lack opportunity for the development of the talent that may be in him and which, without realizing its amount or bent, he may desire to turn to personal account. There is one legacy which the present century will bequeath to the next, and that is the correspondence system. This, developed along legitimate lines, will prove itself to be one of the remarkable resources of modern educational evolution. Its rise in the nineteenth century will mark the closing century's educational advance. The existence of such schools a generation ago would have saved our fathers twenty-five years of their lives; such is the declaration of many men of mature years with whom the writer has discussed, intelligently, these schools, that bring, nowadays, the best university teaching to the fireside of the student, however distant he may be from metropolitan centers. The term "correspondence school," is, however, a bit of a misnomer. There is something more than correspondence in the method. There is direction, and real tutorial assistance out of difficulty. Think what such help would have been to the self-making men of former generations—to their, actually, "untutored" minds. This system has, indeed, for many, peculiar advantages over the pedagogic methods of the regular college classroom. Its wider adoption in the future will save many an individual from embarking in a career for which he is illy adapted. It will, besides, discover the latent talent of many an individual for some career for which he may never have dreamed himself capable. It will save the one from a wasted life, and find the other what is his masterpiece.

Because this system is a new, novel, "brand," many older men sagely regard it with skepticism. It seems wise to these people, perhaps, to assume such attitude. The fact is that for anyone who is gifted by Providence with the premised ability to understand the English language, and fair modicum of common sense, this system is a welcome relief from older methods. It capitalizes spare time, and brings all the resources of teacher and student to play upon each other. The system has, however, as is well known, now been indorsed by the leading universities of the time. So much is this system encroaching upon the time-honored system of the regular seats of learning, and so much has it become part of the system adopted by these, that we would not be afraid to assert that before the middle of the next century students will not require to be "in residence" at college for more than a fourth of the whole time required to complete a regular course. Besides, we believe, by that time there will—or should be—developed a chartered institution, a dispensing body solely, where any and every student who presents himself for examination will have an opportunity for securing such test of his knowledge as would determine his right to receive from this dispensing body a recognition or degree testifying to such fact. It is indeed upon such means as the famous London University has been built up.

The writer was interested in reading an account of the education of the young queen, Wilhelmina of Holland. She had the best professors come to her and devote their talents of easy exposition before her. In order that her mind and exclusive attention might be concentrated upon, and not diverted from, the subject of the lesson or lecture, she never made notes. This was done for her by her governess or her maids of honor. There is the very weakness of the "contact" method. The ordinary student is allured into the making of "full notes," and, in the process, may fail, at the same time losing the instruction of the teacher. And here is the strong point of the correspondence method. The matter is plainly before the student all the time, and he can make such notes, in abstract, of the lesson, or other method of summariz-

ing (by himself, without fear of loss of any part of the instruction) that may be best adapted for his mastery of the whole. In a paper on "Chautauqua" in the "Annual Report of the Bureau of Education for 1894-95," it is said of the correspondence system that it "develops independence of character, habits of investigation and self-help, and the power of accurate and exact statement. The system necessarily involves thoroughness of preparation and complete command of the work." Is not that just what the editor wants in his assistants? In no better manner can this particular training in this required sort of thoroughness be secured than by the methods brought into play by the correspondence instructor. Besides, for a journalist, this instruction can be taken while he is practically engaged in his daily work. But, if he is not so engaged, work of an equal grade can be assigned and produced, between him and his instructor.

With these ideas before him, the writer is privileged to know that the NATIONAL PRINTER-JOURNALIST sympathizes with the objects suggested. This journal believes the enterprise is a practicable, helpful work, in which the support of all who wish to see the improvement of the profession effected should be secured.

SOUTH CAROLINA PRESS ASSOCIATION.

One of the most impressive features of the annual address of President Elbert H. Aull, before the recent Convention of the South Carolina Press Association, was his reference to the death of Editor Sidi H. Browne, who had been for nineteen years Chaplain of the Association, and the reading of a communication that might well be termed as the dying message of the Chaplain to his fellow members, that had been written only one week before the meeting and on the very day of his death. The incident and the words of the dying editor, worthy of the thought of every member of this responsible calling, are given herewith in full. In this part of his address, President Aull said:

Only last week another faithful member laid down his armor. He had passed his three score and ten, the allotted time for man's sojourn here, and had reached the limit of four score years. For more than thirty years he preached through his paper the gospel of peace and in fact as well as name he was a Christian neighbor. For nineteen years he was Chaplain of the Association, and we can never hope to have a more faithful officer or member. He was prompt in attendance and whenever possible was present at the meetings of the executive committee. I did not know of his illness until I heard of his death, and only a few days before that I had said we would have the pleasure of Uncle Sidi Browne's presence again this year. But it is not so. On the 13th of September, 1900, the Rev. Sidi H. Browne passed away at his home in Columbia. He, like our Treasurer, knew the end was near and had his house in order. He gave directions for his funeral and among his requests was one that I should act as one of the honorary pallbearers, and it was my sad pleasure to comply.

The day on which he died he dictated a letter to me and one to the Association, and made a prolonged effort to sign them a few hours before his death, but was unable to hold his pen steady enough, and finally gave up, saying, "he'd try to sign them tomorrow." But when "tomorrow" came he had gone to join the hosts beyond the river, and now rests from the toils of this life beneath the shade of the trees on the other shore.

I beg to submit herewith as part of this report these letters and trust that the good counsel which he gives may be heeded by each and every member of this Association. What a charming thing, indeed, it must be "when one grows old to be able to enjoy pleasant memories of his life-work." Words of one who spoke from experience. May we all have the same experience. You will take suitable action on the death of these two esteemed brethren.

COLUMBIA, September 15, 1900.

Mr. E. H. Aull, City.

DEAR SIR: Inclosed please find the (unsigned) letters by my lately deceased father, the Rev. Sidi H. Browne, to the

Press Association and to you individually, to which reference was made in our brief conversation this morning. Yours truly,
S. T. BROWNE.

I believe I told you that father made a prolonged effort a few hours before his death, on the evening of the 13th, to sign the letters, but was unable to hold his pen steady enough, and finally gave up, saying: "He'd try to sign them tomorrow."
S. T. B.

COLUMBIA, September 13, 1900.

Mr. E. H. Aull, President S. C. Press Association, City.

DEAR SIR AND FRIEND: Sickness has held me prostrate for several weeks and I cannot hope to attend the approaching meeting of the Press Association. This is a great disappointment to me. I inclose a letter to the Association and ask that you take charge of it. With kind regards, your friend and brother,

A DYING EDITOR'S COUNSEL.

COLUMBIA, September 13, 1900.

To the Officers and Members of the South Carolina Press Association.

DEAR FRIENDS: It is a source of disappointment and deep regret to me that I am unable to be present with you, and participate in the business and pleasures of this, the twenty-sixth annual session, but sickness prevents my leaving home.

I appreciate membership in the Association and I have greatly enjoyed the yearly reunions with my brethren of the press. The kindly consideration accorded me by each and all of you has brightened many hours with happy thoughts. And the long term of nineteen years, which you have honored me by making me your chaplain, is held as a cherished token of your esteem.

Brethren, encouraged by the manifestations of your good will toward me, I take the liberty of addressing to you a few words of earnest counsel. Accept it, good friends, from an old man who must ere long lay aside his pen forever. It is this: Cultivate real friendship one with another; be tolerant of differences from your opinions, for none of us "knows it all," be courteous, and avoid acrimonious personalities; don't "overdo" things, but "let your moderation be known of all men," for thus will your utterances command the respect and confidence of your readers. Controversies that develop bitterness and sneering sarcasm are unprofitable to victor as well as vanquished, for no happy memory can grow out of them. Don't use a sledge hammer to drive a ten-penny nail. Always bear in mind that there is nothing so good, so strong and so beautiful as simple truth.

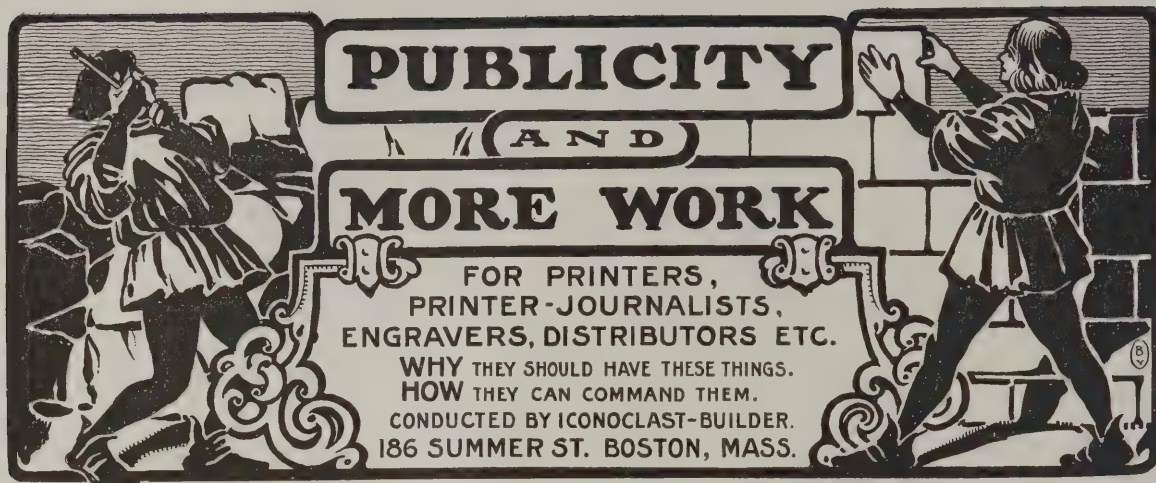
These suggestions are not intended as criticisms, but they are inspired by my desire to add to the present power and prosperity of the press and to the future peace of mind of the toilers of the tripod. It is a good thing, when one grows old, to be able to enjoy pleasant memories of his life-work.

Believing that you will pardon this little "preachment" by your aged chaplain, and thanking you, one and all, for the honor and kindness I have so long enjoyed from you, I close by expressing the hope that this year's meeting will be harmonious and enjoyable, and that the Association will year by year increase in usefulness and strength. May God's blessing rest upon the life and labors of each one of you is the heartfelt prayer of your friend and brother,

Chaplain and Editor of the *Christian Neighbor*.

A PRESS CLUB FOR OMAHA.

The Omaha Press Club was formally launched early in October by the election of the following officers: Smith B. Hall, *News*, President; Will M. Maupin, *World-Herald*, Vice-President; Will B. Welshans, *Bee*, Recording Secretary; R. T. Hodgins, *Trade Exhibit*, Financial Secretary; W. H. Wilbur, *World-Herald*, Treasurer, and E. L. Platz, *Excelsior*, Librarian. E. B. Smith, *Bee*; F. A. Kennedy, *Western Laborer*, and J. E. Glick, *Bee*, were chosen as a Board of Directors.



The Last Christmas of a Century



CHRISTMAS comes but once a year, and the last Christmas of a century comes but once in an ordinary lifetime.

The nineteenth century of the Christian era has been a rather interesting one hundred years.

It is a trite remark that there has been considerably more enterprise displayed in this period than during all of the preceding centuries. Possibly this is so. But from the few important glimpses of various golden epochs that have not been entirely swallowed up by divers dark ages, we are inclined to think that some of the people who have now been a long time dead displayed a commendable amount of enterprise.

It has been conclusively proved that the business men of the comparatively modern city of Pompeii were clever advertisers. Long before Pompeii was built, there were flourishing centers of trade of which we know very little, except that their inhabitants were undoubtedly greater geniuses than the highly civilized Pompeians.

The men of eldest eld knew more than a mere "thing or two." They may, for all we know, have been familiar with the telephone, the underground trolley, the cash register, the automobile, and the airship; the linotype, the yellow journal, and the web perfecting press. Such progressive peoples undoubtedly realized that there was no true progress without advertising.

They were undoubtedly firm believers in Publicity and More Work.

They probably realized the superior advantages of advertising in the smaller daily and weekly papers, and through job printers and distributors.

They were wise men, those prophets of the dawn, and so would undoubtedly be in sympathy with the aims and objects of the conductors of this department.

But these early exponents of double-distilled wisdom had their limitations, after all. Cooped up in a corner of the world, their ideas of expansion, though good as far as they went, did not embrace quite all that was in heaven above, or the earth beneath, or the waters under the earth. And they did not have the staying powers of the speakers of English.

So, granting that they were even a little further advanced than we of to-day, there are signs that we will reach a much greater eminence in all things in the coming progressive century than was ever attained before. We trust that representatives of the trades in which we are interested will have a happy new hundred years.

They undoubtedly will, if they take an active and abiding interest in the subjects treated in this department.

For the secret of twentieth century progress is in the talismanic shibboleth, PUBLICITY AND MORE WORK.

THE "PUBLICITY AND MORE WORK" PRIZES.

In order to help you to realize that it is the aim of the NATIONAL PRINTER-JOURNALIST, the Iconoclast and the Builder to conduct this department, with your help, to your abiding interest and benefit, three prizes were offered in a late issue. These prizes were as follows:

Twenty dollars (\$20) for the best letter; ten dollars (\$10) for the second best letter; five dollars (\$5) for the letter third in merit;—thirty-five dollars (\$35) in all—for articles on any of the subjects that have been discussed in this department since its inception.

This great country has been rather unsettled of late, having passed through the throes of a presidential election. Naturally, the minds of those most interested in Publicity and More Work for printers, printer-journalists, engravers, distributors, etc., have likewise been somewhat unsettled during this trying period.

So several members of the different trades in whose destinies we are interested have written us asking that the time of the competition be extended. Some of them have started a train of thought which they were obliged to sidetrack because of the election; and some write that they are so busy taking our advice concerning Christmas editions, etc., that they would prefer to wait until the new century comes before sending in their articles.

The time for this competition is therefore hereby extended until March 31, 1901. This should give ample time for all, and we trust that the competition will result in a representative symposium which will be of great mutual benefit. Help one another by telling your experience. And if you feel that you cannot write a long letter, write a short one. Wisdom is often done up in small parcels; a few words, pregnant with a good idea, stand a good chance of winning a prize, as well as the gratitude of thousands of the readers of the NATIONAL PRINTER-JOURNALIST.

Here are some hints as to what to write about, though no contestant is bound to write upon all or any of these ideas. Write something in keeping with the scope of this department, be it much or little. You will help others by so doing, and may have the honor of winning a prize. In any event, you will be doing an appreciated favor to the NATIONAL PRINTER-JOURNALIST and the conductors of this department.

WHAT DO YOU THINK OF THIS?—Do you believe that \$10,000 invested in advertising by means of printed matter in the smaller daily and weekly papers, and through job printers, distributors and small publishers, will bring as much profit to the advertisers as \$10,000 spent in the large daily papers?

HERE'S A QUESTION FOR YOU.—Do you believe the use of illustrated supplements will help the local publisher? If you do, say why, and tell us your ideas as to how a syndi-



THE BALLET DANCER.

Halftone engraving by
OSGOOD & CO.
167 Adams St., Chicago.

cate supplement could be best run, and what such a supplement should contain.

Should it contain short stories, serial stories, literary reviews and half-tones? What would be the most convenient size and the most taking style? Write your ideas of the kind of supplements that would be best suited for the smaller dailies, weeklies, semi-weeklies, etc., of the country, for a weekly edition.

Do you think that a good syndicate supplement would be likely to increase the circulation and advertising of local papers to an extent commensurate with the possible cost? At what price should such a supplement be furnished in order that it would pay both the local editor and the syndicate publishers?

HOW DOES THIS STRIKE YOU?—Do you believe that distributors and job printers should work together for their mutual benefit and advantage? Give your reasons and tell how the alliance could be best formed for the mutual benefit of these important trades in dealing with advertisers.

OR THIS?—Do you believe that a good United States directory would be an aid to job printers, publishers, distributors, etc.? Give your reasons for any plan you may think of as to how a directory of this kind could be produced.

OR WE'D LIKE TO HEAR YOUR VIEWS ON THIS—Do you believe that ready-made advertisements, such as appeared in the July and August issues of the NATIONAL PRINTER-JOURNALIST for one trade, would be of advantage to other trades? State to which trades, and of what size and style these ads. should be made up, and any other suggestions you have to offer concerning this matter.

FROM A WELL-KNOWN DISTRIBUTOR.

We are particularly pleased that such a recognized authority as Mr. W. H. Steinbrenner, author of "The Successful Distributor," should favor us with an article for the prize competition. This is the article, which will be read with great interest by printers, distributors and advertisers.

SHOULD PRINTERS AND DISTRIBUTORS WORK TOGETHER?

The writer believes that distributors and printers can be of mutual benefit to each other by working together, and plans for co-operation can easily be arranged either by the printer calling upon the distributor, or vice versa.

It would probably be easier for the distributor to interview the printer and make the first overtures, but if the printer is acquainted with a good, reliable, up-to-date distributor, he need not hesitate a moment to make the proposition to him. Then matters could be discussed and some agreement entered into, each obligating himself to further their combined interests by giving a first-class service and fulfilling every contract to the letter.

However, great care and judgment should be exercised in making the selection of a distributor or printer, as the case may be, with whom to co-operate. Each should use the same discretion, being careful that the person so chosen is perfectly reliable and an expert in his business; otherwise, the plan would not be a success.

Suppose such an alliance were satisfactorily formed, yet each party to the agreement lack one essential quality, that is, an adaptability for soliciting. In which event a third party would of course be necessary and the same precaution must be observed in order that a suitable person be engaged as solicitor to call upon the local merchants.

Those who are inclined to give the above suggestion a trial may find it a little difficult in the beginning, but if they are persistent, their efforts will be crowned with success.

Printers not having large facilities for printing and furnishing such necessary matter as some merchants prefer need not hesitate on this account, as there are printers and paper jobbers in large cities who furnish various designs in booklets, folders and cards and, at different seasons, publish Christmas heralds, calendars, etc. There is a firm in Boston that furnishes an excellent line of booklets for various trades and one in Cincinnati that supplies a unique line of pictorial doggers in colors, which are inexpensive and very attractive. Printers could carry these in stock and furnish their cus-

tomers with a different design whenever desired; there being over twenty-five kinds.

Here is another plan which can be used with success, i. e., to get up an advertising journal or pamphlet to be distributed at intervals agreed upon, size, number of pages, etc., depending upon amount of space that can be disposed of. Then, get the merchants to advertise co-operatively, each using as much space in the pamphlet or journal as they desire. This will keep the solicitor busy and will also add to the income of the distributor and printer; besides, it is a very cheap and effective way of advertising.

Of course, this journal or pamphlet must be made attractive and should include some information of value and interest to the recipient, such as United States postal rates, fire alarm signals, street car time tables, monthly calendars, cooking recipes, local items, etc.

When visiting local merchants particular attention should be called to the methods employed by national advertisers who use large newspaper advertisements while the distributor is making a house-to-house canvass, which they find brings much better returns on money invested than either method used alone.

The distributor is usually considered a competitor by printers and publishers, especially those in the small towns. This is a mistake, as the distributor is really an ally of the printer and helps him to secure business, for which he receives no credit, as the following paragraph proves:

For instance, when a patent medicine or other firm contracts with a local distributor for a distribution they (the advertisers) invariably use large space in the local papers two weeks previous to the distribution and while it is being made, often continuing to advertise after the distribution has been completed. Whereas, if the distributor had not solicited and thereby secured the work, the probabilities are that the advertiser would not have placed his advertisement in the papers of that locality.

Printers, publishers and distributors, get together. Don't each wait for the other to make the proposition, as by delaying you will be the loser and your more enterprising competitor may profit by your tardiness.

W. H. STEINBRENNER (Distributor),
Cincinnati, O.

PRINTERS' IMPRINTS.

Our Silent Partner, a racy little publication which is anything but silent where it thinks its own interests or the interests of its patrons are concerned, has the following to say concerning imprints:

Don't encourage printers in putting their business address upon your literature. Such practice often confuses your country customers. A printer once told a *Sawyer Trio* man that hardly a week passed that he didn't receive an order for something, the letter being addressed to him instead of the novelty house upon the catalogue of which his name appears.

The people who patronize some branches of the mail order business may be as dense as this printer makes them out to be, and the hint should serve to make printers who have their customers' interests at heart a little more careful about their imprints; but we believe it is a mistake to abolish the imprint. The imprint of a printer who has a reputation for doing good work should be a source of pride to the firm doing the advertising—as much so as the hall-mark on the silver is to a housewife. It shows, too, that the printer is not ashamed of his work, and it is of interest to many a reader of the advertising matter to know who was the printer, just as it is to the admirer of a good picture to know who painted it. In cases such as *Our Silent Partner* cites, it might avoid all confusion to prefix to the name of the printer some such phrase as "Printed by."

There is no necessity or excuse for an imprint being large, unless it is some unique design which adds to the artistic value of a booklet, say. But we do not believe that, in most cases, either the printer or the advertiser does well to abolish the modest imprint.

ORIGINAL PRINTERS' ADVERTISING.

The Sanders Printing Co., of Scranton, Pa., writes us a letter with two enclosures of fresh advertising matter. They

modestly deprecate the words of praise extended in this department to an excellent booklet they got out on a former occasion. Of the $4\frac{1}{2} \times 10\frac{1}{2}$ inch blotter they send us they say: "We think you will agree with us that this style of blotter is rather unique in its way. There is nothing exactly like it that we have ever seen, therefore we claim some slight originality for it. Not only that, but when business is slack, we think of getting out a second and a third edition, and probably a fourth edition monthly, thus making it a weekly in our interests for the local business world. Possibly it may assume the proportions of a Daily Blotter. Who knows?"

We hope it may.

The blotter has four columns of short editorials, and in the center a calendar for the month. These are some of the editorial notes:

We never disappoint our customers.

Work delivered when promised.

These Monthly Blotters are our best solicitors.

They are as good as gold at all the banks.

Insurance offices never reject them. No, sir, never!

Bryan is happy. [This was before election.] So is Mac. So are we. Yes, sir, so are we!

Business will boom when the strike is over, as never before.

The candidates are all good fellows, from President down.

Bryan is not afraid of silver. Neither is Mac. Neither are we.

We want more. Will work for it. Don't worship it. No, sir.

Them's our politics. Business before pleasure, our sentiments.

Then there is considerable crisp, sawed-off talk about the specialties of this enterprising firm. Altogether it is an interesting blotter, and although printed on pink, it has the vim and dash of a yellow journal.

The folder has eight pages, being $2\frac{1}{2}$ by 4 inches. It has two title pages, one for "Reality, a Tale Briefly Told," and one for "Inkhorn's Short Talks," which are printed on the top and bottom of the other pages with "Reality" in smaller type making the stream of poesy which flows through the talks. There is more poetry than business in this folder, and some of the poetry defies both the laws of rhyme and of blank verse. But as a specimen of typographical neatness, it is a success.

We would suggest that the company drop their paraphrase of a portion of what is looked upon by many as the most beautiful hymn in the language, in which portion the Deity is directly addressed. The parody is sure to offend some possible customers. Its business value is not apparent, while many will undoubtedly regard it as irreverent. The effect of the unique typography is so pleasing that it is a pity that it should be marred by expressions which can never be regarded as good advertising.

The idea of monthly, weekly or daily blotters is excellent. There are some advertising blotters which we regard as useless, as they neither advertise nor blot. The blotters of the Scranton Printing Co. do both to perfection.

HOW TO TALK TO NON-ADVERTISERS.

One of the most useful citizens of any community is the up-to-date photographer.

There are some local photographers who are so modest in regard to their art as not to realize this.

You should bring to the mind of such a photographer the fact that this is pre-eminently an age of photography, and when he is wrought up to a becoming pride in his own business, you might spring upon him the equally true maxim that this is also pre-eminently an age of advertising.

The photographer is a man with whom printers, publishers, engravers, etc., should be on friendly and reciprocal terms. He should advertise, and he should help others to advertise. There is need in the advertising field for the ingenious photographer, amateur or professional. The co-worker with the sun should earnestly study the possibilities of photography in advertising.

Some of the most effective advertisements ever produced were made so by the use of good photographs. The possibilities opened up by modern engraving, in which the camera plays such a necessary part, are boundless. The field cleared

by relief-work is, for instance, as yet hardly furrowed. The advertising and the photographic fields should be resolved into one vast common of interdependent influence.

The ordinary photographer's business, with few exceptions, is a local one, and if he advertises in a paper of general circulation, he pays for bringing his advertisement before thousands of people whom he does not want to reach—who could not possibly have any interest in his photographs.

The photographer, as well as other advertisers, should carefully study advertising from an economic standpoint—should learn how to get the most returns from his advertising with the expenditure of the least money. And that is just what the job printer, etc., should teach him how to do. For it is better for a representative of an advertising trade to insure an advertiser favorable returns from his advertising even if the profits are not so large on the first order, than to induce him to have a big job of poor advertising which will discourage him. The man who once advertises with marked success is a believer in advertising who will do a good deal more of it. But it is hard to get an advertiser whom you may have induced to have spent money on advertising which did not profit him, to advertise again through the medium of your work.

Here are some hints from which you may obtain something to say to the photographer who has never advertised:

Have you ever done anything to increase your business?

That is, have you ever made a real effort to get business which would otherwise go to somebody else?

Did you ever try to have a man get photos of himself—or his family—or his horse—"or anything else that is his"—by reasoning with him? The man who wants photographs will get them—but he who deems them a useless luxury needs to be educated.

Even the man who wants photographs may not get them from you.

Do you sometimes feel that you wish you had time enough and were in a position to talk to many persons concerning the subject of getting more pictures taken? Of course you realize that the idea is somewhat fanciful, but the thought must occur to every photographer.

But by means of printed matter you can—at a ridiculously low price—employ an agent to talk for you—to tell your story inoffensively, thoroughly, and, best of all, effectually.

You probably are in as good a position as anybody to observe the success that others have attained through advertising. You have probably produced many an artistic picture which has been reproduced and used in order to boom the business of some one else. You have probably been in touch with advertising that benefited the advertiser to a most gratifying degree.

If advertising is a good thing for other businesses, why not for yours? Business is business wherever we find it, and there is no reason why a little money spent in advertising should not be as advantageous for you as to your knowledge it has been for those in many other lines of trade.

Yours is an artistic profession, which should be artistically advertised. Perhaps you have fallen into the very common error of sending out a cheap circular to persons who can afford to pay for good work, and are willing to do so. We are artists in our line of art, and can therefore get you up something that will be appropriate to advertise your work as a photo artist.

A PROOF ENVELOPE.

Every printer knows the difficulty of making some of his customers "understand." They do not understand why one job of printing should cost so much while another they had done cost so little. They do not understand—and the worst of it is, they think they do. They never reach the stage mentioned in Kipling's poem:

And now we know that we never will know,
And never will understand.

One thing that the printer has difficulty in making customers understand is the necessity for returning the proofs sub-

mitted to them within a reasonable time. There is sometimes a great deal of trouble about the proofs which the patron wishes to see. There is a good deal of delay incident to this matter, which is the customer's own fault, but he does not understand that it is his fault, and so the printer stands a good chance of losing the customer's patronage. We have seen many proof-envelopes sent out by printers, and the

nently to his notice, there should be no trouble whatsoever between him and the printer:

1. Read carefully. *Especially for names, addresses and technical words.*
2. Return the *original copy* with the Proof.
3. Write on Proof order for *number of copies wanted*, if not already given.



Halftone by F. A. RINGLER CO.

AN EASTERN HARPIST.

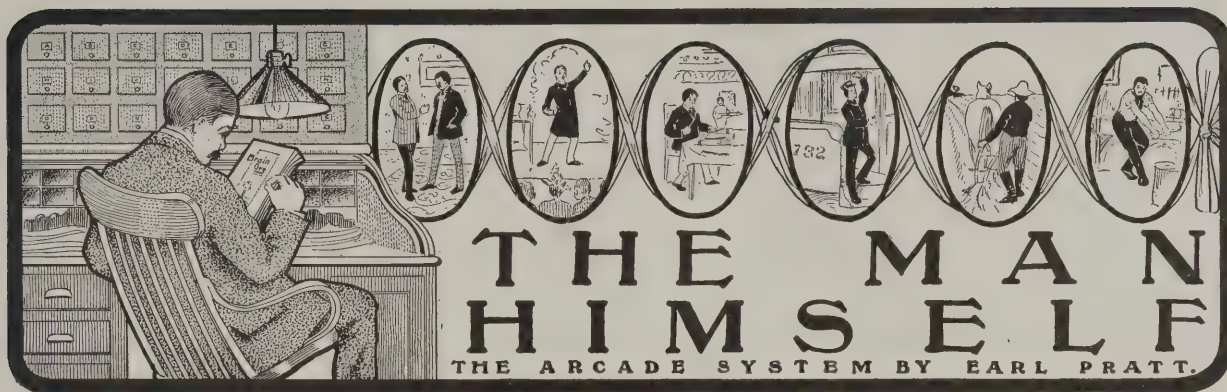
10 Park Place, New York City.

reading matter on the most of them consisted of a demand to return proof at once, and that was all. The most satisfactory proof-envelope we have seen is one of the Peterson Linotype Company, of Chicago. It has the following instructions printed on the face in red ink. If the customer follows them, as he should, because they are brought so tersely and promi-

4. Mark "O. K." or "O. K. with alterations," as the case may be, signing your name, so we may know proof has reached the proper person.

5. Don't send verbal explanations by message boy when it is possible to write them.

An observance of these few hints will prevent most of the errors likely to occur.



My Christmas to Editors.

Editors are at liberty to send me as a New Year's gift some questions, suggestions and experiences on printed rules for country correspondents. Address in care of this journal.

TO PREPARE MANUSCRIPT.

Write upon pages of a single size;
Cross your "ts" and neatly dot your "is."
On one side only let your lines be seen—
Both sides filled up announce a verdant green.
Correct—yes, correct—all that you write
And let your ink be black, your paper white,
For spongy foolscap of a muddy blue
Betrays a mind of the same dismal hue.
Punctuate carefully, for on this score
Nothing proclaims a practiced writer more.
Then send it off, and, lest it merit lack,
Inclose a stamp with which to send it back;
But first pay all the postage on it, too,
For editors look blank on "six cents due"
And murmur, as they run the effusion o'er,
"A shabby fellow and a wretched bore!"
Yet, ere it goes, take of it a copy clean—
Writers should own a copying machine;
Little they know the time that's spent and care
In hunting "copy" vanished—who knows where?
Bear this in mind, observe it to the end,
And you shall make the editor your friend.

—Notes and Queries.

VALUE OF LOCAL NEWS.

Some time ago a copy of the old home weekly newspaper came from over four hundred miles away, and in it I noticed this paragraph: "The Cosmopolite wishes to secure a correspondent at Sterrettania. One who will furnish the news items each week. We have had several at that place and they have either got married or moved away, or both. We will furnish the paper, postage, envelopes, etc., to the right party. Who will it be?"

A score of years ago I accepted the position of local correspondent and have always remembered it as a valuable educator, as well as being of use to the town from which I sent the letters. Starting with one paper in a large city I took on several papers in a smaller and nearer city and also a few in near-by villages. The town from which I sent the letters had about eight hundred inhabitants, and the township some three thousand, but I managed to get more news and better news from our locality in the daily papers I corresponded for than places many times the size of our town had. This called attention to our locality and caused strangers to remember and think more of it than they did of some larger places.

My experience in hunting for news proved true the adage, "We find what we look for." By training my eyes and ears and mind I found that desirable subjects could be secured which disinterested people would never notice, and when news

was very scarce historical subjects came in very nicely, provided they were carefully written. Enterprising citizens can well afford to encourage judicious and discriminating correspondence from their locality, and I found many were willing to watch out for me and help secure items of readable interest, but which worried no one. Real news is not to magnify nor spread the people's private troubles, but to seek and extend healthy information.

One of my historical sketches was the entering wedge which secured for me a position on a daily paper, and while there I prepared the following for correspondents: Study the papers for general ideas. Read the best lately published books for methods of expression, grammar and enthusiasm. Use good pencils and average size paper. Never write on small slips unless necessary, and write on one side of a sheet only. Do not crowd the words and lines. Print the names liable to be misunderstood. Imitate the printed forms of news letters so far as concerns the head lines, date, paragraphing and punctuation. In writing a note which is not intended for publication, always use a separate sheet. A good plan is to use another kind of paper. Mail the general, weekly letters in time to reach our office by Tuesday evening, and a short special letter Thursday.

Subjects to notice: Accidents, fires, transfers of real estate, school, church, lodge and society news, births, marriages, deaths, new buildings erected and improvements made upon others, short items of historical interest, humorous incidents, entertainments and any other subjects which may interest readers.

Be reasonable if your letter is not printed, parts of it left out or any mistakes made by the proofreader. Be sure there are good reasons for it and that the publishers regret the conditions more than you are apt to.

One item letters: Any of our readers who are not regular correspondents are often able to send a short, interesting news paragraph which will be very acceptable. Use postal cards if desirable. Sign the item to make it reliable, but your name will not be printed.

SOMETHING TO REMEMBER.

Use envelopes exactly like those used in your regular correspondence to send out circulars, etc., then you'll reach the person addressed in the regular mail. Odd-sized envelopes are usually delivered with the newspaper and package mail, and rarely even reach the inside office.—*Advertising World*.

Newspaper advertising is either an expense or an investment. You make it an expense by spending your appropriation. You make it an investment by putting your money into it in the same way and with the same spirit you put it into real estate or merchandise.—*Milwaukee (Wis.) Journal*.



A CHRISTMAS SERMON

for the
BUSY EDITOR MAN

A Christmas Lay-Sermon to Newspaper-Makers on
Obligations Arising from the Natural Relations,
Ethics, and Broad Opportunities of the Press, and
Success and Reward Following Allegiance Thereto.

By B. B. Herbert.



"AM I MY BROTHER'S KEEPER?"

THESE were the evasive words and implied excuse of a cowering murderer. The ashen paleness, the mark of crime, was already on his brow. He stood self convicted and trembling before the All Seeing Eye. His words neither covered, lessened nor exculpated the crime, nor did they mitigate one jot the merited punishment. The same question, used as an excuse to conscience and cover of shame before men, with an implied negative answer, has filled this world with injustice and oppression, crime and sorrow. While causing countless millions of innocent victims to mourn, it has also sent millions of moral cowards, conscience-scourged perpetrators of wrongs against fellow men out into the bleak wilderness of selfishness, with their hands against the hand of every man, and the mark of Cain on their brows, dogged at every step by the bloodhounds of unrest, avarice, ambition for self-glory, suspicion, fear, envy, jealousy, hate and remorse, until, faint from lack of all human sympathy or affection, they have sunk to the bottomless pit of despair, have gone down to death "unwept, unhonored and unsung" through any genuine regard, respect or love of humankind.

Still, the question from the Bible story has sounded down through the ages, full of portent for human woe or happiness.

How grand was its affirmative answer as revealed in the birth of the babe of Bethlehem, heralded from the rending heavens with the glad message of "Peace on earth and good will among men"—a birth that has filled this month of December in all Christian lands with a glory that ennobles, with a love that finds expression in kind words and the giving of gifts; that has made homes sweeter and friendships dearer. It has even carried love and beauty and kindliness into business and spread there like sunshine along the streets of our cities and villages.

If one wishes to realize how much the birth of the Christ child, that proclaims from a humble manger cradle, from a noble life filled with words and example of human charity, and a sublime death for the uplifting of humanity, "I am my brother's keeper," let such an one travel through any of the Christian countries and look into the windows of the stores and shops of the humblest community or the mightiest metropolis and see how the arts of decoration, of tasteful arrangement and display speak of Christmas joy and good will and prophecy of happy family circles and lone hearts made glad by kind remembrance. Let him watch the joyous, smiling throngs of purchasers, with good will and the anticipated

pleasure of making others happy—the reflex image of the Christ-child, beaming from every face.

How gloriously was this affirmative answer exemplified in the life of the Child whose sweet words of love and humanity, in the interpretation of the law, confounded the learned Doctors of the Temple, who had made the law and the prophets the study of their lives. How sweetly was taught the duty of love and service to fellow men—of keeping our brother from injustice and harm, from want, sorrow, and temptation in every word that dropped from the lips of the Great Teacher. "Blessed are the merciful," "Blessed are the peacemakers," "If thou bring thy gift to the altar and there



YORK MINSTER, ENGLAND.

rememberest that thy brother hath aught against thee, leave there thy gift before the altar and go thy way; first be reconciled to thy brother and then come and offer thy gift." No reconciliation with the great All Father until after reconciliation with the least of his children. "Judge not that ye be not judged." "Why beholdest thou the mote that is in thy

brother's eye, but considerest not the beam that is in thine own eye?" "All things whatsoever ye would that men should do to you do ye even so to them: for this is the law and the prophets." "I will have mercy and not sacrifice." "He that giveth a cup of cold water * * * shall in no wise lose his reward." "I was anhungered and ye gave me meat; I was thirsty and ye gave me drink; I was a stranger and ye took me in; naked, and ye clothed me; I was sick and ye visited me; I was in prison and ye came unto me." "Verily, I say unto you: inasmuch as ye have done it (this service) unto one of the least of these my brethren, thou hast done it unto me." The whole teachings of Him, the commemoration of whose birth brings all our Christian hopes, reunions, gifts and joys—were to the effect that "I am my brother's keeper." The world is learning the wisdom and philosophy of these grand teachings. He who keeps his brother preserves himself, his community and the Nation.

To no other calling is the principle of man's regard for and care over his fellows so important as to that of news-

ladies and gentlemen." Its motto is "All the news that is fit to print."

First, then, the newspaper publisher should maintain purity, should be the keeper of the morals, character and good behavior of his brother. The newspaper man's brother is every patron of the paper, every member of the community. The first duty is to guard against vice, immorality and impurity. The great bulk of newspaper patrons and all who are of very great, permanent or lasting value from a business point of view, are "ladies and gentlemen," and it is the duty of the newspaper, and its interest as well, that they should so remain and that their children should become such as were their fathers and mothers. "Evil communications corrupt good manners" and should not be found in newspaper columns. Think for a moment of an editor entering the home, sacred with the love and purity of wife and children, and there indulging in a rehearsal of all the impure and immoral details of the most revolting crimes, in the language and with the low insinuations and aspersions upon purity and character



INTERIOR VIEW OF CHESTER CATHEDRAL, ENGLAND.

paper making. Back of and in these higher ideals of duty and service, rest not only the highest good and the only genuine satisfaction, but the truest and most permanent success.

What, then, is being a brother's keeper from a newspaper man's standpoint?

Keeping must certainly include not to harm and as far as possible to keep off harm. One of the most successful New York City papers has constantly on its bulletin board the following words quoted from one of its subscribers: "While reading the *New York Times*, I feel I am in the society of

in general, in vile words and with the salacious comments of the libertine and loafer of the lowest haunts of vice and crime! If the editor would not so misconduct himself personally, why should he judge it right to disregard in his newspaper good breeding and the rights of his brother to purity in his home? It is a false idea, too, that vileness and mind-weakening and soul-destroying gossip are necessary to the sale of newspapers. Men and women, of all conditions, like best to read of noble deeds, thoughts and attainments. None are so low, who read newspapers at all, but that they prefer to be entertained with tragedy that is noble and heroic; with

those events in human life and endeavor that appeal to the better emotions, are full of the pathos, of true and pure love and devotion.

Second. The newspaper man is his brother's keeper as to the events and knowledge, the news of the day. It is a duty to give "All the news that is fit to print." The newspaper is the recorder of the eternal verities, of the facts and happenings, that are ground out from day to day in this workaday world of struggle, of evils and wrongs, as well as of good deeds, joys and victories. The latter should be given by way of encouragement, the former as warnings and all for instruction, edification and the highest pleasure.

Third. Truthfulness. It is the duty and the interest of the newspaper man to guard his brother, every member of the community, against falsehood and error—to keep him in the truth. The *New York Sun* has for its motto, "If you see it in the *Sun*, it is true." It should be the motto of every newspaper and be lived up to, just as far as it is possible, allowing only for unavoidable mistakes and misunderstandings, and these should be corrected in a manful, bold, straightforward manner as soon as the errors or mistakes are ascertained. This duty arises not only from that broad duty of man to keep his brother in the right, but from the relation of the press to its patrons or subscribers. It is a fiduciary relationship. The newspaper reader buys the newspaper, not to be misled, but to be informed as to the truth. The whole success of the newspaper rests on its subscription list. The subscribers are the clients of the paper and the paper has no more right to be untruthful to its subscribers than has the lawyer to be untruthful to those from whom he has accepted fees. Advertising is only an incident to the paper's circulation, and if the paper fails to keep its paid clients in the truth, its value as an advertising medium is destroyed. This required truthfulness relates as well to the advertising columns as to the news and editorial.

Fourth. Fearlessness. Out of the requirement of truthfulness and from its very existence comes the duty of fearlessness. He who is his brother's keeper does not desert in face of danger or of conflicting interests. The true newspaper does not betray its client's, or its community, either on account of bribers or threats.

Fifth. Unswerving honesty. This may be included in that which has been said as to truthfulness, but it is a weapon in the keeping—a brother right and upholding the right in the community, the city or State. And in guarding its members and citizens, that deserves separate mention. One may be truthful in a way as a publisher and yet not always entirely honest in the application of the truth. Part may be left untold or that which is told may be perverted through a false idea of expediency. No paper has a right, through fear of losing business or the favor of some man, firm, or party, to swerve from saying what is right, any more than it has a right to say what is wrong or false. To be dishonest is neither being a brother's keeper or being true to the ethics of the calling.

These five golden rules might have been put in another form, and classed as negative under the general statement that a newspaper publisher has no right to do a wrong to brother men, its subscribers or the community through impurity, through falsehood or untruthfulness; through failing to give the news, the facts, happenings and experiences that are guides to human action; through misleading untruthfulness, cowardice and dishonesty. But to the modern newspaper, being a brother's keeper means much more than these. He who merely keeps his brother by doing him no injury has fulfilled but a small part of brotherly duty as laid down by the Great Teacher and as recognized in society and in good, conscientious newspaper methods and ethics. The Rev. A. M. Grawden, in a sermon recently delivered in Findlay, Ohio, and outlined by the *Republican* of that city, said:

"The press is a mighty factor in the advancement of the race along the lines of instruction and civilization. It has preserved the records of the past. All the instructions from sages, philosophers, teachers, explorers, discoverers and inventors come to us through the printed page today. To the press we are indebted for books, libraries and all printed

knowledge. Without it libraries would be a few old manuscripts possessed only by the very rich, while the poor would go away empty. But the beneficent press multiplies with lightning speed millions of copies; it works tirelessly night and day to meet the demand of growing minds eager for knowledge. A lack of literature is a mark of the savages. The most benighted natives have been taught the written signs by missionaries and this has led the way to printing and through this channel flows the tide of civilization and advancement. The press has supported the church and has aided all benevolent enterprises. It has printed its Bibles, brought sacred literature within the reach of the humblest purse, has brought religious instruction to our doors. To be ignorant to-day is a sin, and not to know God should be felt as a disgrace. Daniel speaks of a time when 'knowledge shall be increased.' We certainly live in that age.

"Through appeals in the face of dire distress and awful calamity the press forces upon us the thought of the brotherhood of man and the claims of common humanity. A ship founders, a city is engulfed, pestilence depopulates, distress comes and forthwith a thousand wires vibrate. The story of sorrow reaches the ear of the editor. Presses revolve and white-winged messengers fly out with the story and the ap-



INTERIOR VIEW, YORK MINSTER.

peal, and money comes from hearts that are touched and survivors are cared for and dying thousands saved. This would be impossible were it not for the press. The newspaper places the readers in communication with the ends of the earth."

In this broader view all printers and all publishers may be included in this sermon.

Then the member of this calling who would fulfill the whole law of brotherly protection or keeping must work for upbuilding and enlightenment.

First. The press must be the champion of education; it must put forth its best efforts to the end that the best possible means of learning, physical, mental and moral development, are brought within the reach of all, for every man no matter

how humble is a brother, and should be brought within and share the beneficent influence and work of the press.

Second. It must, as far as possible, preserve and disseminate all the wisdom of the past and bring the knowledge and instruction of the sages, philosophers, explorers, discoverers, inventors, scientists, statesmen and philanthropists within the reach of all. Good literature—in the performance of this brotherly service—should be brought to the readers with all its inspiring influences. Hundreds of men of great attainments in letters and the arts, in the ministry, the law and in journalism have attributed their first start and inspiration to the faithful country newspaper, that reached, from week to week, their country homes, bearing draughts from all the fountains of knowledge with the thoughts and aspirations of the great in learning, statesmanship, patriotism and philanthropy, and bringing them in touch and sympathy with the whole world.

Third. In the performance of this duty and in justice to itself, the press must help in the advancement of the material interests of individuals and of the community. No worthy industry must be without its encouragement, and through its hundred eyes, new industries and existing local advantages must be sought out, and thoughtful, well digested plans for the introduction or improvement of these, as the case may be, must be suggested and explained. The causes of thorough health preservation or sanitation, of public improvements, of better, cleaner and more beautiful streets and parks, buildings and homes, must be espoused with intelligence and patient persistency, for what is life to our brother without health and pleasant surroundings?

Fourth. The press must ever be the champion of good government. Safety and security in one's person and belongings, in home and family, in the right to labor and to receive, control and enjoy the proper reward therefor; in the conduct of one's own business and the enjoying the profits thereof, without burdensome taxation, without unjust interference or espionage, are among the dearest rights of our brother. On these must ever rest prosperity. Next to murder, robbery and injustice, are the conniving at or the permitting these through bad and corrupt government. As a part of the duty of the press for the sustaining of good government, there follows, as a sequence, the advocacy of official honesty; the treating of public office as a public trust and every public officer as an employee of government to be paid a fair and reasonable salary for honest and efficient service, all fees or charges, so frequently used for corruption, to be paid into the treasury of the city, state or nation. The inculcation of loyalty and patriotism comes under this duty as our brother's keeper in the matter of good government. Love of country, of state, city and home, more than all things else, makes for good, just and stable government. Then, too, a loyalty that is intelligent and whose selfishness must be taught, a loyalty to honest business principles, to justice and right, to employer and employee, to every citizen and to the community made up of many citizens, as a whole, with the exercise of the rights and the performance of every obligation of the free and independent citizen, the sovereign and ruler while yet one of the ruled.

Fifth. Least in this division of the ten golden commandments to the members of the press, as their brother's keepers, may be broadly classed the encouraging and sustaining of all benevolences, all eleemosynary and reformatory institutions, all intelligent means for relieving want without encouraging beggary, indolence and pauperism, all organizations, churches and associations working honestly to make men better, to inculcate and inspire with higher ideals and lead to nobler lives. These have the earnest support of the press, but there is room for a broader, more earnest, continuous and more intelligent helpfulness.

How grandly would the onmarch of civilization and enlightenment be accelerated if every newspaper in the world had no other purpose or ambition than the aiding of fellow man in the ten ways enumerated. When this shall come to pass vice, dishonesty and wrong shall hide away and "righteousness shall cover the earth as the waters cover the mighty

deep." All the year round in every home, hamlet, village, city, state and nation, the glad Christmas songs shall resound, and on every sky and in every heart shall be written "Glory to God in the highest and on earth peace, good will toward men."

From the noble church buildings, temples and cathedrals of the world, where, side by side all conditions of people bow in worship, as children of the same Father, in accordance with the teachings of that Elder Brother, the affirmative answer "I am my brother's keeper" sounds forth in a grand diapason—in anthems, and widening harmonies of exultation through every Christian land. What an inspiration, what objects and incentives to architecture have come from the heralding abroad of the Fatherhood of God and the brotherhood of man, of the fraternal relations and responsibilities of every member of the human family! How sweetly sounds, through consecrated aisles, during this month of December, the story of the Christ child, and the prayer in concert of hundreds and thousands of voices, of "Our Father who art in heaven"! How holy and full of love and gladness the light that streams through windows made sacred by reproductions of the scenes of the sacrifices and sufferings of that Elder Brother and man, for brother man, or as it breaks forth in hundreds of flames from the gift-laden Christmas trees!

In conclusion as to the "man himself" as Earl Pratt might say. What if the editor man who is to be ever his brother's keeper in the broadest sense possible in the way of service and in extent, taking in the whole community, a city or state?

The editor man is much as any other man, and, as has been preached in a Christmas sermon by Robert Louis Stevenson and published in the highest style of the art, in book form by Charles Scribner's Sons, it is his part "To be kind, to be honest—to earn a little and to spend a little less, to make, upon the whole, a family happier by his presence; to renounce when that may be necessary and not be embittered; to keep a few friends, but these without capitulation; above all, on the same grim condition, to keep friends with himself—here is a task for all that a man has of fortitude and delicacy." One person to make good, self, all men to make happy, as he may.

A FEW SIDE REMARKS.



VERY doubtful success has crowned the efforts of the magazines devoted to the printing business in their efforts to secure good cover designs, executed in type and rule and tint block. Therefore I shall watch with some interest to see the result of the PRINTER-JOURNALIST prize competition.

The little Chicago magazine, *Ad Sense*, has produced by far some of the best designs I have seen. The heavy-lined parallelograms, intensified by tinted grounds, are very artistic and exceedingly effective as cover embellishments. I wish some of the cover designers might attempt something along the same line, but on an enlarged scale, to fit the printing magazines.

The discouraging thing about designing pages for the printers' magazines is that they are so large. Bold strokes and heavy lines are necessary when the printer-artist sets about his work. This means that he must pay all the way from 30 cents to \$1 per foot for brass rule for the skeleton of his design, that his ornaments must be large and expensive, and that he must secure six or eight-line letters that are either hard or impossible to obtain in just the style face he would like to use.

Such an array of expense is enough to dampen the fervor of the most ambitious art-compositor, when he reflects that after all his pains and outlay he may get nothing but a letter of considerate regrets from the editor.

About one year ago when I wrote this for a New York trade journal:

An artist friend of mine assures me that the bold, black antique letter introduced in the head-lines of the *Saturday Evening Post* is sure to become in great vogue. He says that already two of the toniest houses in his city are employing him to design the letters

for all their public announcements; that the middlemen will soon imitate, and then will follow the rage.

If he is right, and he is a cosmopolitan whom I credit with accurate foresight, there is a mint of money in the letter for the typefounder who puts it on the market.

I had no apprehension of the sensational run the letter would have. The "Blanchard" put forth in complete series in April by the enterprising Inland Type Foundry was the first in the field, but it was quickly followed by the "Post," "Plymouth" and "Benjamin Franklin" cut after the same pattern by three of the other foundries; and later the same thing has been put out in the condensed and the italics. Verily the letter has been "overworked," for it has no lasting merit as a serviceable letter for common use, and as soon as the present fad for bold and black effects in typography has passed, it will fall into a disuse that will probably be oblivion.

The following, besides being a very cogent and sensible presentation of the cause of newspaper sensationalism, takes on some additional interest because it comes from one who is a worker for him who had most charity for man:

There isn't an editor, and perhaps there isn't a publisher in the country, who would not like to make a better, cleaner and higher toned paper than he is making. But he publishes what he does because the average man does not think of great things. The average man thinks of little things. The average man gossips and likes to hear other people gossip.

Say what you will about the desirability of great speeches, great periodicals, great sermons, the average man wants none of these. These things require that he should think, and he doesn't want to think. These things would cost him a little effort, and he doesn't want to make effort. Men gossip and listen to gossip with ease. The editor of the average daily paper simply sees this common, well-known fact. He knows that gossip has commercial value, and that sense does not sell. Looked at from a commercial standpoint, therefore, he would be a fool to try to sell what will not sell. He sells what will sell.

It is an interesting fact that "How to Make Money in the Printing Business" is not a particularly well printed book. Interesting when one associates it with the oft-repeated contention that printing is a business and not an art; that speed, facility and reduction of cost are the watchwords of success; that high ideals, careful discrimination, artistic taste are hindrances to profit.

It is also noteworthy as well as interesting, because it seems to indicate that this printer who has made such money out of the business that he essays to write a book on how to do it, is not careful to the last degree with the technique of his work.

His seems to be a case that corroborates the theory that printing for profit cannot be high art.

All this, of course, would not mean that he does not do good printing, that is quite above the average. In fact, he devotes a special chapter in his book to the subject of good printing, in which he says that it is imperative that the successful printer should do good printing; but he qualifies this with the warning: "The printer who becomes so engrossed in the execution of fine work that he forgets that he is doing it for a profit may be a true artist, but he cannot make money."

I thought the ad, "The fall boom is on," of the Butler Paper Co., a very strong piece of work. It had a vitality and go to it that impressed. It was particularly effective as printed in red and black for the back cover of *Profitable Advertising*. I learn that it was designed and written by their advertising manager, Mr. Chas. A. Dexter.

In connection with the recent decision of the courts in Missouri, Georgia and New Jersey, that laws requiring that

State printing shall be done only in offices that use the union label, the *Newspaper Maker* says:

The decision of the Georgia courts is a step forward in the emancipation of publishers and newspapers from the thralldom of unionism.

In nearly ever state where laws have been enacted favoring the use of the union label test cases are being made, and the doom of that potent factor for blackmailing purposes seems to be sealed. Such laws could have but one object and one result—to create monopoly in labor and stifle competition.

Happily the courts are beyond the influence of the boycott of the union.

Harper & Brothers are going to put thirty tons of paper into one edition of one book. It was delivered to them in October and is for the novel "Eleanor," by Mrs. Humphrey Ward, which has been running in their magazine as a serial. Some one with a "nack at figgers" has estimated that if the paper were placed one sheet upon another it would make a tower 550 feet high, and that if they were placed end to end in a straight line they would extend for about 1,000 miles.

Conversation extracted from an exchange:

"Think of the import of the unfinished line in a large printing office. A hundred men, say, dropping their sticks at the stroke of the bell, without stopping another minute to space out the last line. If I were the proprietor of such an office I would walk along the cases every night and discharge every man who had left a line unfinished."

You would lose twice as much by such a hard-fisted rule. If I were working for you, I would have your little idiosyncrasy noted down the first week and I'd always have a line finished, but I'd finish it at a minute to six and "soldier" until



CHAMPION FITZ OF THE ROCKY MOUNTAINS.

" * * * Poor dog, in life the firmest friend,
The first to welcome, foremost to defend,
Whose honest heart is still his master's own,
Who labors, fights, lives, breathes for him alone."

—Byron.

the clock struck. Huh—you'd be a nice mark then, wouldn't you, prowling around the shop every night? A man who respects his employees enough to give them credit for a little honesty would never have occasion to exact a last half minute's work from them. The nearest perfect surveillance system he could devise would be ineffectual; a man could rob him of a hundred half minutes every day, if he chose—and he would choose, too, if he knew that he was regarded as no better than a thief. The employer is dependent as well as the employee, and mutual good will is the best basis for each to work on.

ALBERT WOODBURY DENNIS.

Among the Associations.



THE tenth reunion and dinner of the Massachusetts Republican Editorial Association, of which the Rev. A. E. Winship is the President, was held at Boston.

The members and their guests sat down soon after 2 o'clock, and an hour later President Winship called the gathering to order. He began his remarks by observing that twelve years ago there was scarcely a Republican paper in Massachusetts outside the great cities. The weekly papers, considering themselves independent, regarded it as a great luxury to do as they pleased on the nominees, and there were very few papers which would support a Republican candidate, when there was a Democratic nominee for the same office from their own town.

It was that "go-as-you-please" element in the weekly papers of the State which led to the organization of the Editorial Association. At first several of the men most active in it hesitated to commit themselves to the policy of Republican journalism, but there were now something like seventy-five of the ablest weekly papers of Massachusetts that had no hesitation in joining the Association and taking rank as ardent Republican papers. We already, added Mr. Winship, have assurances that a very large number of the other papers will join our Association within the next few months.

With this political side, however, this journal, which is published for newspaper men of all shades of political belief, has no part except as the facts may be of interest to members of all parties. Among the speakers was Congressman Moody, who illustrated the power of the press through its educational work and closed with remarks on the duty of the press that are applicable to all newspapers:

It is your duty, therefore, gentlemen, to take the place of a minority party—to preach faithfulness to the public servant, to condemn the public servant unfaithful to his trust, to see that proper men are nominated for public office, and that they are held to strict accountability.



Officers and Committees of the National Editorial Association.

As the time of the meeting of the Executive Committee of the N. E. A. draws near, we reprint the following corrected list of officers and committees of the Association. If any errors still exist in the names, we hope that notice will be given to this paper at once:

OFFICERS.

President—Hon. Matt Parrott, *Reporter*, Waterloo, Iowa (deceased).

First Vice President and Acting President—F. B. Baillio, *Review*, Cleburne, Texas.

Second Vice President—Albert Tozier, *World*, Portland, Ore.

Third Vice President—J. W. N. Burkett, *Dispatch*, Jackson, Tenn.

Corresponding Secretary—J. M. Page, *Democrat*, Jerseyville, Ill.

Recording Secretary—R. M. White, *Ledger*, Mexico, Mo.

Treasurer—James G. Gibbs, *Reflector*, Norwalk, Ohio.

Past Presidents and Life Members—B. B. Herbert, NATIONAL PRINTER-JOURNALIST, Chicago, Ill.; C. H. Jones, New York; A. B. White, *State Journal*, Parkersburg, W. Va.; James R. Bettis, 212 South Third street, St. Louis, Mo.; Charles A. Lee, *Gazette and Chronicle*, Pawtucket, R. I. (deceased); E. W. Stephens, *Herald*, Columbia, Mo.; W. S. Cappeller, *News*, Mansfield, Ohio; B. J. Price, *Star and Times*, Hudson, Wis.; Walter Williams, *Herald*, Columbia, Mo.; A. O. Bunnell, *Advertiser*, Dansville, N. Y.; R. H. Thomas, *Farmers' Friend*, Mechanicsburg, Pa.; Louis Holtman, *Democrat*, Brazil, Ind.; Joseph B. Maccabe, *Argus*, East Boston, Mass.; R. H. Henry, *Clarion-Ledger*, Jackson, Miss.

D. H. Elliott, flag custodian, Charleston, S. C.; W. E. Pabor, poet laureate, *Fact*, Denver, Colo.

EXECUTIVE COMMITTEEMEN.

Alabama—William H. H. Judson, Bessemer.

Arkansas—W. W. Folsom, *Gazette*, Hope.

California—D. W. Ravenscroft, Petaluma.

Colorado—J. W. Work, Florence.

Connecticut—George C. Woodruff, Litchfield.

Delaware—Robert G. Houston, Georgetown.

Idaho—S. C. Herron, Moscow.

Illinois—E. A. Snively, Canton.

Illinois Democratic—O. Lumpkin, Carlinville.

Illinois Woman's—Mrs. Amelia S. Sullivan, *West End Advocate*, Chicago.

Illinois Military Tract—I. A. Ewing, *Review*, Monmouth.

Illinois Republican—W. L. Jones, Lebanon.

Illinois Southern—H. D. O'Brien, East St. Louis.

Indian Territory—M. E. Milford, Vinita.

Indiana Democratic—W. S. Chambers, New Castle.

Indiana Northern—C. B. Unger, Middletown.

Indiana Republican—S. N. Cragun, Lebanon.

Indiana Southern—J. W. Cockrum, Oakland City.

Inland Dailies—A. W. Glessner, Galena, Ill.

Iowa—C. M. Junkin, Fairfield.

Iowa Fifth District—E. E. Taylor, Traer.

Iowa Northeast—Sam G. Sloan, Charles City.

Iowa Upper Des Moines—A. M. Adams, Humboldt.

Kansas—H. A. Perkins, *Nationalist*, Manhattan.

Kansas Seventh District—J. E. Junkin, Sterling.

Kansas North Central—S. E. Dodge, Beloit.

Kentucky—J. G. Craddock, Paris.

Louisiana—John Dymond, New Orleans.

Maine—J. M. S. Hunter, Farmington.

Massachusetts—Ernest H. Pierce, *Journal*, Revere.

Michigan—Fred Slocum, Caro.

Minnesota—Chas. J. Berryhill, *Review*, St. Paul.

Minnesota Northwestern Publishers'—Joseph Leicht, Winona.

Mississippi—J. H. Duke, Scooba.

Missouri—W. R. Painter, *Democrat*, Carrollton.

Missouri Northeast—John W. Jacks, Montgomery City.

Missouri Northwest—H. E. Robinson, Maryville.

Missouri Southwest—J. G. Newbill, Springfield.

Nebraska—A. J. Langer, West Point.

New Jersey—H. C. Page, Bayonne.

New England Suburban—Dr. William F. Jarvis, Boston.

New York—F. B. Garrett, Syracuse.

North Carolina—Henry B. Varner, Lexington.

Ohio Associated Dailies—H. R. Snyder, Urbana.

Ohio Buckeye—W. A. Ashbrook, Johnstown.

Ohio Editorial Association—C. B. McCoy, Coshocton.

Ohio—Hocking and Ohio Valley—W. H. McCabe, Coshocton.

Oklahoma—W. E. Bolton, Woodward.

Oregon—B. F. Alley, Baker City.

Oregon, Portland Press Club—Mrs. Edyth Tozier Weatherred, Portland.

Peninsula—F. G. Usilton, Chestertown, Md.

Pennsylvania—J. Irving Steel, Ashland.

Rhode Island Press Club—Walter B. Frost, Providence.

Southern California—Edgar Johnson, Fullerton.

South Dakota—C. R. Tinan, Kimball.

South Carolina—James A. Heiry, Greenville.

Tennessee—Lynch Perry, Columbia.

Texas—Will H. Neel, Dublin.

Texas Northwest—W. A. Johnson, Memphis.

Utah—I. E. Diehl, Mammoth.

Virginia—Fulton Kyle, Bland.

Washington—Will A. Steel, Seattle.

West Virginia—W. S. Wiley, New Martinsville.

Wisconsin—T. J. Cunningham, Chippewa Falls.

Wyoming—G. W. Perry, Rawlins.

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W. O. L. Jewett, *Democrat*, Shelby, Mo.; Will A. Steele, *Post-Intelligencer*, Seattle, Wash.; Irving Todd, *Gazette*,

Hastings, Minn.; J. W. Cockrum, *Journal*, Oakland City, Ind.; C. F. Lehmann, *Herald*, Hallettsville, Texas.

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FRATERNAL DELEGATE TO THE TYPOTHETAE.

J. West Goodwin, *Bazoo*, Sedalia, Mo.



The Linotype Machine Printers' Benefit Association of Western Massachusetts and Eastern New York met in Albany for their annual outing. Speeches were made by Brothers John F. Harlen, William McGilpin, Director G. Turner, E. Youmans, James Christian, Alfred Haslem and Messrs. Coyle and Colby. The Association is composed of linotype operators in North Adams, Wappingers Falls and Haverstraw.



The editors of the Indian Territory met at Vinita for the annual session of the Association. The Convention was followed by an excursion to Kansas City. A report in the *Kansas City Times* says that a very interesting Convention was held. The papers read were all prepared with great care and were ordered to be printed in the minutes of the meeting. Several short speeches were made, and each one was freely applauded. Mr. Buckley, of the *Wynnewood Truth*, distinguished himself as an orator and as a thinker. The usual committees were appointed and made reports which were approved. The President, W. H. Walker, was not present, but his address was a fine paper. It was read by the Secretary and ordered printed in the minutes. Mr. J. C. Lindsey acted as President. The Committee on Nominations made a report recommending B. F. Jobe, of the *South McAlester Capital*, for President; T. S. C. Amos, of the *Vinita Leader*, for Corresponding Secretary; A. M. Dawson, of the *Chickasha Express*, as Recording Secretary and Treasurer; N. Buckley, of the *Wynnewood Truth*, as First Vice-President; S. S. Case, of the *Purcell Register*, as Second Vice-President; J. G. Schenck, of the *Antlers Democrat*, as Third Vice-President. The Executive Committee consists of Miss Ora V. Eddleman, of the *Twin Territories* at Muscogee, D. T. Nisbett of the *Ardmoreite*, K. W. Whitmore, of the *Checotah Enquirer* and the president and corresponding secretary.

A banquet was tendered the editors by the citizens of Vinita.



The Tennessee Woman's Press Club number many bright women among its members, and at its recent meeting in Knoxville interesting and valuable pointers for newspaper makers were brought out. The *Journal and Tribune*, of Knoxville, is responsible for the statement that the newspapers received hard whacks measured out by mankind's queen, but from such fair hands who can help taking these "All smiling and serene." The newspaper was scolded for printing the bad things that happen and accused of often abetting rather than hindering social evils thereby. Light was made of the much-to-be-pitied society editor. A very interesting part of the programme was the reading of the greetings from various eminent literary workers of Southern origin, who had been invited to be present. Miss Bessie Smith read these letters. Mark Twain sent his best wishes. Miss Ellen Glasgow, the author of the "Voice of the People," extended sympathy and encouragement in the work. Madison J. Cawein, the poet, sent an encouraging word; Mary Johnston, the author of "To Have and to Hold;" Walker Kennedy, of the *Commercial-Appeal*; Sarah Tyson Rorer, Alexander Black, M. E. M. Davis, Grace King, Alice French, Hamlin Garland, Adolph S. Ochs, of the *New York Times*, and Mrs. Sidney Lanier, all sent their regrets at being unable to be present.

Miss Smith closed the reading of these letters with the recital of an original poem on Sidney Lanier. It was a noble

tribute, beautiful, and so much like Lanier that one might conceive the spirit of Lanier translated.

Under the general topic, "What Can a Woman's Press Club Do for Pen-Women?" three papers were read. Mrs. Chas. Ball, President of the Alabama Woman's Press Club, being unable to be present, sent a paper which was read by Mrs. Page. She said, among other things, it was time for the newspapers to recognize that women were fitted for more than writing the society gossip. Every Southern newspaper woman with an aspiration to rise above the society column and to reportorial and editorial work, she said, should be hailed with delight; that the women within a few recent years were making remarkably encouraging progress in journalism.

A symposium on "The Relation of the Newspaper to Modern Social and Domestic Life" was the next general topic considered. Miss Sarah Barnwell Elliott first read a paper. The standard that should be demanded of a newspaper, she said, should be the standard of a truthful, cultured gentleman. The details of sensational stories often did greater harm than good and scandal and gossip were given too great a prominence.

She said that the newspapers sought to give the people what they demanded and that if people demanded sewer gas, they were unwilling to undertake to give them anything else for fear of financial disaster. She said the *London Times* was the greatest paper in the world, and that it did not pander to the lower side of life. The *New York Times*, she said, was an experiment in dealing in clean, wholesome news, its motto being to print all news that is fit to print. The editor, she said, should be teacher, preacher and policeman.

"What Does the Business Office Say?" was the subject of a bright literary paper by Mrs. Leila Murrell. The paper, she contended, should make the reader and not the reader the paper. The world, she said, was sick of a paper that could be bought and sold and change its opinions every day.

George F. Milton took up "The Financial Side of the Matter," and referred to the "hereditary differences between the business office and the editorial rooms." He said the woman's page had come to stay. The woman's page had tended to make papers less sensational.

One of the most important papers was that by Mrs. Mary E. Bryan on "A Tribute to Some Southern Literary Women." She referred hurriedly to all the women writers of prominence in the South, both of the past and the present, with a brief word of appreciation of each. Among those she referred to were Mr. Southworthy, Marion Harland, Mrs. Ivens Wilson, Mrs. Warfield, Mrs. Chambers Ketcham, Mrs. French, Miss Murfree, Miss Glasgow, Mary Johnston, Ruth McHenry Stuart, Julia Magruder, Sarah Barnwell Elliott and Mrs. Grace McGowan Cooke.

The next meeting will be held in Chattanooga. To serve the club for the next year the following officers were chosen:

President—Anna Osborne, Bell Buckle.

Vice President—Mrs. Oscar Peebles, Chattanooga.

Secretary—Mrs. Eva Malone, Knoxville.

Treasurer—Miss Bessie Porterfield, Nashville.

Chairman of Membership Committee—Miss Mary Boyce Temple, Knoxville.

In *Ad Sense* for October, Mr. R. C. Auld has a page of "Thumbnail Aphorisms" for advertising men—and others—which may be read with pleasure and profit by everybody. They are short, pithy and pointed. He says: "Learn every point and sharpen it."

* * *

Be sure in your own mind that you have an article to advertise that many people want—and "want" and "need" are almost synonymous—then put your price on it at the valuation you think those who want it will make, and then keep hammering away at it and advertising according to your means. All conspicuous advertising successes have been made in this way. The advertising agency can help you, the advertising writer can help you, the advertising artist can help you, but you must do a great part yourself.—*Advertising Experience*.



NEWSPAPER COMPARISON and CRITICISM

By O. G. WOOD, Chicago.

Publishers who wish criticism on their newspapers are respectfully requested to direct the same to this department,



OR the improvement of the Cedarville (Ohio) *Herald* I would recommend that Mr. Karlh Bull, the editor, insist that the big ad which runs full width of the paper immediately under the head on the first page, be removed just as soon as the present contract expires. It disfigures the page very much. Generally speaking, an advertiser can be made to understand that he does not own the paper which

he uses in an advertising way without offending him. Make the headings of the news items a little larger; they do not stand out strong enough.

This letter comes from the office of the *Columbia Missouri Herald*.

COLUMBIA, Mo., October 19, 1900.

Mr. O. G. Wood, Chicago, Ill.

DEAR MR. WOOD: You may be interested in the examination of the new *Columbia Herald* which I send you under separate cover today. We think it marks a step forward in the mechanical appearance of the paper. The type, I fear, is somewhat too small, and we may change it to something larger.

Very truly, your friend,

WALTER WILLIAMS.

The improved *Herald* looks better than ever, and it was always good-looking. Better wait, Mr. Williams, before you change the face; it seems particularly nice and clean, and it is not hard to read. There appears to be no difficulty in filling up the pages with good reading matter. The ads are well

NEW GOODS

*Sauer Kraut, Mince Meat,
Pankake Flour, Heinz Pres-
erves, Baked Beans in Chili
Sauce, Fayette Flour, Man-
zanilla Olives.*

POWELL &
BEASLEY

GOOD AD DISPLAY.

set—one is reproduced as a good example to follow. The reading matter of the *Herald* is particularly well selected and free from "schemes" and "isms" of all kinds. However, the paper has decided political views and is not in any way wishy-washy.

A thoroughly metropolitan paper is the *Atlanta Daily News*, which made its appearance for the first time October

11. It is democratic in politics, somewhat of the sensational order—which is just now being called progress—and is sold at 2 cents, with no Sunday edition. Such a paper will no doubt help materially to shake up the dry bones of the South, and great efforts will be made to put it in the lead among newspapers of the country. Chicago, Detroit and Atlanta have each had new life thrown into their newspaper field this year.

The press used on the Belington (W. Va.) *Independent* requires readjusting; the paper is badly "blurred" in printing.

Too many ornaments are used in the ads of the Guntersville (Ala.) *Democrat*—a common error. Plain rule is more fashionable.

The Guthrie (Okla.) *Daily Leader* is a clean and bright paper, with a whole lot of push and a slight streak of "yellow" in its makeup.

The *Northwestern Agriculturist*, Minneapolis, is showing a marked improvement in the printing of its halftone illustrations of fine cattle.

A new Cox Duplex press, new gas engine, and special arrangements for fine halftone illustrations are some of the latest additions to the *Daily Register*, Marietta, Ohio.

Literary Life has changed its size. The pages are about half the size they used to be, and halftone illustrations now appear, which give life and character to the publication.

Very poor presswork greatly mars the Whiting (Kan.) *Journal*. Slugs are worked up. It is impossible to tell what one cut represents in the November 3 issue. The ad composition is amateurish.

One more advertisers' journal has been born. The latest is *Ad-Review*, Grand Rapids, Mich. The first number is quite creditable from a typographical standpoint, and consists of sixteen pages and a cover. *Printers' Ink* will have quite a family after a while.

The *Mail and Times*, Des Moines, Iowa, has adopted a cover and prints it in bright colors. It is well done. This paper is very attractive, the ad composition good and the makeup faultless. The paper makes a specialty of women's clubs, and the social world.

Mr. J. E. Tonkin, East Hamilton, N. Y., sends a couple of copies of *Munson's Money Saver*, showing a marked improvement in every way since last criticised. The paper used is a little too highly finished for the purpose; it tears very easily. A cheaper and a tougher stock would be more suitable.

Many important changes are being made by the *Daily Nonpareil*, Council Bluffs, Iowa. The paper is making rapid strides and is doing some excellent printing. A Transportation Edition recently gotten out by this enterprising concern was particularly good. Some charming halftone initials were very striking. It afforded me great pleasure to see a halftone portrait of my friend, Arthur Pickering, as foreman

of the jobroom in a page of "heads of departments." The jobwork is bound to be good with such an artist as Mr. Pickering in charge. Many valuable pointers can be gathered from looking over this supplement by those who contemplate getting out a souvenir edition.

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Bright and clean is the Olivet *Optic*, Eaton county, Mich.

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The *News*, Osterburg, Pa., is a new seven-column weekly. George W. Oster is manager and Will F. Hendrickson editor.

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A new building, a Duplex press and a linotype—the building lighted throughout by electricity—are some of the recent improvements of the New Britain (Conn.) *Record*.

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The *Weekly Sentinel*, Milwaukee, eight pages, seven columns, price 75 cents a year. The paper makes special club rates in addition. How can a weekly do it?

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A new paper has been started in Detroit, Mich., which is devoted to the interests of the Jewish people. It is called the *Jewish American*, and the initial numbers make a very good showing.

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For the advocating of the better administration of municipal affairs a paper has been started at Wilkesbarre, Pa. It is published every Thursday at \$2 a year. George S. Boyle is editor and publisher.

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For a quarter of a century the Utica (Mich.) *Sentinel* has been faithfully recording the doings of the village. This event was celebrated by a souvenir edition on October 6. Many excellent halftones were shown printed on good paper.

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The thrice-a-week edition of the Washington (Pa.) *Reporter* has been abandoned, and it will hereafter appear as a daily, with an additional column to each page. Some of the reasons for adopting the change are given in an extract from an editorial herewith:

The last issue of the *Thrice-a-Week Reporter* was made last Friday, and beginning with today the *Daily Reporter* will be sent to all subscribers to the *Thrice-a-Week* and will continue to be sent till the expiration of the time for which payment has been made. Among the reasons that have led to the abandonment of the *Thrice-a-Week* and the substitution of the *Daily* is the fact that the *Daily Reporter* has been making steady inroads into the subscription list of the *Thrice-a-Week*, which was all very well for the *Daily*, but hard on the other edition; and the further fact that the advent of rural free delivery of mail has made it possible for nearly every person in the county to get his paper on the same day it is published.

The management feels certain that subscribers will be so well satisfied with a daily mail and with a daily paper that they will subscribe for the *Daily* when the present subscription time expires.

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The Putnam *Patriot* is a weekly family paper, published in Connecticut. It contains church advertising in the regular display style, and in addition to this it has an article on the subject, which is given here, as being somewhat of an innovation:

CHURCH ADVERTISING.

It has become an admitted fact in the business world that no man can afford to do business without advertising, on the principle that if you have a good thing you ought to make it known. The business man of the present day thinks it necessary to keep himself and his wares constantly before the people.

No one questions the advisability or the propriety of such a course as applied to every line of business and department of trade. When, however, we come to apply this advertising principle to the Church we speedily make serious limitations. Only in exceptional cases do we find the services and work of the Church displayed in advertising columns.

There are probably more than \$2,000,000,000 annually expended in the business countries of the world in the way

of advertising trade or business, and of these millions very little is used to announce the only indispensable commodity—Christianity. The reason for this doubtless is that the Church has always been regarded as a sacred institution, and because dealing largely with spiritual interests has been supposed to be above or separate from the world. A change, however, is taking place, and the line which separates the sacred from the secular is becoming less and less distinct. The preachers and the people are learning that the Christianity which has no grip in its hand, no soul in its greeting, no humanity in its gospel, is visionary and useless. The Church that has stood on that peculiar composition which its members think is dignity and has handled religion without using



A 'FRISCO SAILOR BOY.

any of the legitimate business methods is but a cold monument representing something and doing nothing. If the perishable is worthy of good publicity, why, under all the suns of progression, sense, decency, right and consistency, should eternal things be conservatively handled and the teaching of the Great Teacher set aside, and the good of good Christian advertising be denied those who are dying to tell the "Old, old story"?

To condemn advertising because certain kinds of it are of a lower order is as uncharitable as to condemn all books because some books are unnaturally immoral or unnaturally moral.

The circus style of advertising, with the sensation left in it and with the lies taken out of it is successfully used by the new and old Salvation Army, and if one is fair enough to estimate its character by the good it does it may be far better than the gilt-edged programme of the Easter service of bonnets.

We believe the day is coming when intelligent, sensible business methods in this as in all other respects will characterize the Christian Church. The Church is the greatest almoner of public good—God's ordained method of conveying the Gospel to the world. May she take the public into her confidence, and with a grip that has a human touch in it tell of the glad tidings of salvation.

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An aggressive and up-to-date paper is the *Republican-Voice*, of New Richmond, Wis. It is the aggressive, pushing

kind that pays. One of the strong features of this paper is the great attention paid to local matters. The paragraphs are nicely "sized" up, and the print is good and clear. The only objection to be found is the "sandwiching" of paid notices in among the reading matter—but I suppose this is a paying proposition.

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The *Nebraska Blizzard* is printed at Lincoln. "For the Under Dog in the Fight" is the motto of the paper.

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"Reading maketh a full man. An investment in knowledge always pays the best interest," is the motto of the *Morgan Messenger*, Berkeley Springs, W. Va.

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Considerable has been written and said about "Yellow Journalism." Many country editors are deeply interested in the controversy as to whether it pays to be "yellow," and also to what extent "yellow journalism" pays, if it pays at all. Hearst's three papers—the *New York Journal*, *Chicago American* and *San Francisco Examiner*—are supposed to represent the true type of the "yellow" kind. The *Chicago Journal* caters to the conservative people, and this paper may or may not have suffered from the appearance of the "yellow" kind in Chicago. However, whatever the motive could have been, the following editorial appeared in the *Chicago Journal* of October 25, and may or may not have been intended as a slap at the *Chicago American*:

JOURNALISM THAT IS YELLOW.

What is "Yellow Journalism"?

It is a term coined first of all, perhaps, by the thoughtless, and meant to express the unspeakable in the passing news-literature of the day. Yellow is the color that fever hospitals are mostly painted—a dull, drab yellow, that suggests the forlorn mental and pitiable bodily condition of the patients within. Thus the term "yellow journalism" implies feverish journalism, unhealthy journalism, journalism that is sickly, leprous, unclean.

Yellow journalism is the journalism that pries into private affairs, that stations ill-kempt and odoriferous hirelings at key-holes, that lays bare sacred and cherished household traditions and secrets to the gaze of the vulgar and debased. It respects no man or woman, and no man or woman respects it. It is an enemy of peace, of decency and the home. It flaunts vice in the eyes of innocence and invades the sanctity of the very Church. It brazenly plumes itself on its own effrontery and makes boast of the horrors of life that it carefully and persistently reveals.

Yellow journalism is the friend and instigator of crime. It paints crime in alluring colors and so debauches the young. It crowns the brow of the murderer with a chaplet of laurel, and by the nasty relation of every circumstance of his homicide incites in the depraved a desire to become as infamous as the prisoner himself. It gives the thief the praise of printed words for his acts and militates, as far as it can, against the law in striving to create for him an unwholesome and morbid sympathy.

Yellow journalism does worse. It illustrates its exploitation of crime with atrocious and deplorable pictures. It sets upon your breakfast-table a hotch-potch of horrible headlines and grotesque faces that astound the understanding and provoke the gorge. It destroys the appetite and exasperates the temper at one and the same time.

Yellow journalism sometimes undertakes spectacular deeds. By the power of money, grievously misapplied, it buys jailers, thereby rescuing captive heroines from prison, and expends the proceeds of the advertising thus gained in the perpetration of further monstrous iniquities against decency and the home. It can unearth scandal; it can ferret out domestic woe and flay the sufferers for the amusement of the vicious and abandoned. It can dig into the muck and bring out so-called "news" of the moral deformities of the unfortunate. And with it all, there is not a dollar spent, not a counterfeit motive sacrilegiously usurped, without one ultimate end in view—the gaining of further advertisement and the eventual reaping of hastier profit. Yellow journalism is, most of all, sordid. Its aim is money, and the method of securing it to the last degree unscrupulous and bad. Under the impudent pretense of concern for the workingman's welfare it bamboozles him with its mendacity and defrauds him of his pence. Such journalism is vice in its meanest form, and the more contemptible because practiced in the slim disguise of an assumed and fraudulent virtue.

Yellow journalism is a pander to immorality. Convicts study it; degenerates love it; harlots swear by it. It is an enemy of

the fireside, of the altar, and of parentage. It has assailed the integrity of the Nation; it has slandered the Chief Magistrate of the people with insults too vile for print; it is the fetish of nervous prostrates, of nymphomaniacs and scum. It haunts the scullery and combs the sewer. It is a sore on the public body. It reeks with its self-created odors. It pokes the glandered nose of obscenity into forbidden places.

Yellow journalism, so-called, is an affront to our social life. It is a menace to public order. It is a blot on the community's face. There is but one example of it in Chicago, and that is more than enough.

In an editorial a column long, *Hearst's Chicago American* goes on to explain and give its side of the question. It is printed in full herewith and the verdict is left to the jury of readers of this department:

YELLOW JOURNALISM—A BRIEF DESCRIPTION OF THE MONSTER.

"But be ye doers of the word, and not hearers only, deluding your own selves. For if any one is a hearer of the word, and not a doer, he is like unto a man beholding his natural face in a mirror; for he beholdeth himself, and goeth away, and straightway forgetteth what manner of man he was. But he that looketh into the perfect law, the law of liberty, and so continueth, being not a hearer that forgetteth, but a doer that worketh, this man shall be blessed in his doing."—*James, first chapter, verses 22 to 25.*

Mr. George Batten publishes at 38 Park Row, in New York city, a newspaper called the *Wedge*. He requests that the editor of this newspaper contribute to his publication an article on "Yellow Journalism." We take great pleasure in furnishing such an article. It is published in this column for his especial benefit.

We conceive the yellow journalist to be one who obeys the injunction which we have quoted at the head of this article.

In a vile jail in Cuba an unfortunate young girl, Evangelina Cisneros, was imprisoned. There were very many "hearers" who heard of this unfortunate young woman's sufferings, brought upon her because of her love of liberty. One newspaper, a yellow journal, obeyed the injunction:

"But be ye doers of the word."

The *New York Journal* sent to Cuba courageous men to rescue Evangelina Cisneros and bring her to the free soil of the United States.

That was yellow journalism.

A young child, Marion Clark, was kidnaped in New York city. The parents, distracted, tortured with anguish, appealed in vain to the police.

The yellow *New York Journal* offered a large reward—it placarded the country with lithographs presenting the child's portrait and promising the reward to whomever should return the baby to its mother. The baby was found through the offer of a reward and the reward was paid.

That was sensational—it was yellow journalism. But the father and the mother of that little child were grateful for the existence of the yellow journal, mindful of the injunction:

"Be ye doers of the word."

There are in the United States three newspapers which are called and which declare themselves yellow journals. These three newspapers are the *Chicago American*, *New York Journal* and the *San Francisco Examiner*.

When the flood and cyclone devastated Galveston, each of the three newspapers mentioned dispatched from the city in which it is published a special train to Galveston carrying doctors, nurses and provisions to the unfortunates. Temporary hospitals were established by these three yellow newspapers. Public subscriptions were collected by them.

That was yellow journalism of the yellowest kind.

But the men rendered homeless by the flood, the unfortunate children suffering from broken limbs, the distracted, homeless women—whatever their previous opinions of yellow journalism—were glad of the arrival of the three special trains instantly sent out, of the other special trains, and the large steamship chartered and sent to Galveston by yellow journals believing in the promise: "But a doer that worketh, this man shall be blessed in his doing."

In the city of Chicago some very prosperous thieves in the Stock Yards region were robbing the public by stealing water. Everybody knew it, but apparently nobody objected. Mr. Nourse, a faithful servant of the people at the head of the Water Department, notified city editors of the so-called "respectable newspapers" that he had found very rich men robbing the public. His communication was not even noticed.

But a yellow newspaper, called *Hearst's Chicago American*, was born in Chicago. This newspaper gladly gave the publicity that was needed to the dishonesty in high places. Thieves were

exposed, and will be exposed daily until they shall stop stealing. If laws can be found to put them in jail, those laws will be invoked and pushed to the extreme limit. One of these water thieves is a large advertiser. That fact alone had sufficed to silence the newspapers not yellow. The stealing of hundreds of thousands of dollars a year from Chicago by rich packers will be stopped by the Chicago *American* and taxes will be made lighter for honest business men.

That is yellow journalism.

When the battleship Maine was sunk by the Spanish a yellow journal demanded war, vengeance for the murdered sailors, freedom for oppressed Cuba. Many were frightened, especially the inhabitants of the Stock Exchange. "Respectable newspapers," notably *Harper's Weekly*, denounced the attempt to bring about war, declaring that the editor of the yellow New York *Journal* had bet that he would cause a war.

None the less the yellow journal maintained that American sailors ought not to be murdered with impunity—that it was a sacred duty to drive Spain out of this hemisphere.

That was yellow journalism.

The war was fought and was won. The men on the Stock Exchange, scared to death at first, made fortunes. For a moment they felt quite friendly to yellow journalism, which had felt and expressed patriotic impulses.

Now yellow journalism demands that the unfortunate peoples freed from Spanish rule shall not be ruled by Americans more oppressively than they were ruled by Spain.

Yellow journalism demands that the Constitution and the Declaration of Independence shall not be divorced from the American flag.

The three newspapers in which this hurried description of yellow journalism appears are engaged in the effort—

To promote the welfare of the unfortunate;

To give an equal chance to all of those born in a free country;

To promote and constantly improve education at the expense of the State;

To insure an honest, decent livelihood to every honest and decent man and woman willing to work;

To prevent the prosperous from kicking down those on whose backs they have climbed to prosperity.

All this is yellow journalism.

"Pure religion and undefiled before God and the Father is this: To visit the fatherless and widows in their affliction and to keep himself unspotted from the world."

The man who endeavors in private life or in journalism, however feebly, to live up to this ideal, may properly be ranked in the yellow journal class, merely because of his attempt to do that which is right despite "respectability," "vested rights" or "vested wrongs."

If any reader of this department wishes to express his opinion on this subject he can do so, provided the communication is of a reasonable length and to the point.

TIME-SAVING IN NEWSPAPER OFFICES.

Inventors who have been studying the problem of time-saving in newspaper offices are perfecting machinery which, it is expected, will develop three times the speed of present methods and reduce the number of operators. Three devices have been evolved. The first is an automatic telegraph-type-writer, by which the message records itself by perforating tape without the assistance of a human receiver. By means of the second device the perforated tape is made to operate the typesetting machine, thus doing the work of the compositor. The third step is an invention for automatic stereotyping which performs in fifteen seconds the work which now occupies three men one minute. The reporter's typewriter, like that of the telegraph operator, will produce both the perforated tape and the printed copy, so that matter written in the office as well as that received by wire can be put in type by the new method. The changes are significant both in the value of saving time in newspaper offices, and of the tendency of the age to shorten the way to industrial results.—*Boys' Industrial School Journal*.

SIZES OF NEWSPAPERS.

From time to time there have been proposals brought forward in America having for their object the securing of uniformity in the sizes of newspaper pages and columns. It has been urged that, alike from the points of view of publishers,

readers, and advertisers, it would be an immense advantage if this uniformity could be brought about. There would always be paper of the right size and quality for the publisher in stock somewhere; the purchase of machinery would be simplified and less costly; the reader would not find himself confronted with a many-paged paper of medium size one day and with an enormous blanket sheet the next; and the advertiser, when he obtained a quotation for so many inches of space, would know exactly how many square inches such space represented. The average width of newspaper columns in this country is, probably, two and one-half inches (or what printers call fifteen ems), but there are papers, such as *Lloyd's Weekly Newspaper*, whose columns are less than two inches wide, while there are others, such as most of the London penny evening journals, whose columns run to over four inches in width.—*Newspaper and Poster Advertising, London*.

SUNDAY PAPERS VERSUS MAGAZINES.

Close observers of changes that are taking place in the advertising field have noticed a considerable falling off in the volume of advertising in magazines. These publications don't carry any longer as much advertising as formerly. Advertisers have begun to learn (at heavy expense) four things:

1. That magazines are, with the exception of perhaps two, no mail-order mediums, as the largest percentage of their circulation is in the large cities, while most of the mail-order business comes from small cities, villages and farms.

2. That the masses can only be reached by the dailies, especially their Sunday issues, which are veritable magazines. The



"THREE CHEERS FOR THE RED, WHITE AND BLUE."

Courtesy of the Spatula Pub. Co., Boston.

magazines are read by the classes, the better classes, but they all have always been in the habit of reading a Sunday paper first before reading a magazine.

3. General advertisers using magazines are liable to meet too much duplication, as too many people are in the habit of buying and reading two or three magazines for each month.

4. The duplication can be avoided by a careful selection of Sunday papers, which also cost considerably less.

It is claimed in favor of magazines, that they last a month, while a Sunday paper lasts one day only. This is a false idea. A paper lasts and acts as an advertising medium only as long as it is read. If laid aside, it becomes a dead force. It can be further said in favor of Sunday papers that nearly every member of a family reads it.—*Mail Order Journal*.



By WILL OWEN JONES, Lincoln, Neb.



NE editor of a flourishing county seat paper writes, in response to the request for experiences on the subject, that he has solved the problem of country correspondence by paying the uniform rate of a dollar a column for this class of matter. "I have tried all kinds of plans for getting stuff from the country districts," he writes. "In my early days I got it through friendship and the liberal distribution of 'taffy,' and sometimes secured really valuable service. I find, however, that I can demand good work and get it if I pay regularly for it in cash. I limit the correspondence to good, legitimate news items, and edit it as carefully as I do any other part of the paper. The result is that instead of being a department full of petty personals and weak, bucolic joshes, my country town correspondence has as much dignity and value as any other part of the paper. By setting it in solid minion I manage to crowd it into two columns. The total cost is thus only about \$100 a year. I figure that I save enough time by this method to enable me to earn twice a hundred dollars in the course of the year, besides making my paper stronger than it otherwise would be. A very few dollars, judiciously expended in a small town, will buy a large amount of work of this particular kind. The ambition of the correspondent will sometimes produce the same results without pay, but not in well sustained efforts through the year."



Readers are invited to send their experiences in organizing staffs of country correspondents, and also in covering all phases of weekly newspaper work in the smaller cities and towns. Questions and suggestions are always welcomed.



A young lady who is at present engaged in teaching writes asking the following questions: (1) Is there a demand for proofreaders? (2) About what is the compensation? (3) Could one be able to get work to do in leisure afforded by another profession, or is one expected to give full time to it? (4) What opportunity is offered for learning it?

(1) The demand for proofreaders who are not connected with other routine work of the office, either as printers, foremen, clerks or editors, is in the main limited to the larger daily newspapers and to the extensive publishing houses. To become a professional proofreader, serving these establishments, requires enormous capacity and long training. In many positions technical and scientific knowledge is absolutely necessary, as well as a working knowledge of three or four languages. This knowledge must be accurate and ready for use at a moment's notice. It must be accompanied by the knack of picking up errors in spelling, punctuation, grammar, style, and typography as one reads rapidly through the proof.

(2) The compensation varies from \$15 to \$25 a week on daily newspapers in the western cities. In Chicago and New York the scale is higher. Book publishing houses require more technical knowledge than the newspapers and pay larger salaries, but the remuneration is small at best for the character of the service rendered.

(3) Proofreading is not recommended as an avocation for a school teacher, if this is the drift of the question. There is so much nervous prostration in both professions that to unite them in this way would be suicidal. It would be difficult to secure work of this kind to do in odd hours, for it is

almost invariably wanted immediately, and the natural thing to do is to turn it over to some printer or editor, if a regular proofreader is not available.

(4) The only way to become a proofreader is through experience. The brain equipment must be secured in the ordinary way. Then the best practical introduction to the work lies in the printer's case or the linotype machine.



The editor of the Chicago *Daily News Almanac*, in writing for some election statistics, says: "Newspaper figures are permissible, provided they are correct, but you and I both know, probably, that they are pregnant with errors."

It is too true. "Newspaper figures" are scoffed at by accurate men everywhere. Instead of taking the reproach to heart the average editor shakes it off with the easy explanation that the speed with which the work is done makes accuracy impossible. In a majority of cases, however, it would be possible to correct the errors if the editors felt enough responsibility to revise their proofs and spend a little time in weeding out the mistakes. If every newspaper man could see all of his readers poring over the paper and could note the number of confiding souls who take every word to be almost as reliable as the Holy Writ, there would be less disposition to rush matter into the forms with the remark that "we haven't time to correct it now," or "it is good enough as it is." Nothing short of the bald truth is good enough, even for the readers of the humblest country weekly in the land.



The Boston *Transcript* touches a question of vital interest to the readers of the NATIONAL PRINTER-JOURNALIST when it propounds these interrogatories:

It is a continual surprise to a great many persons that so much is made of news that really is of no genuine value or which is entitled at the most to bare mention. Why, for instance, should the robbery of a few letters by an obscure individual be thought worth a column's notice? But the main question is this: Are the reporters and editors mistaken in their estimate of the public taste, or do they print news because it pleases themselves and regardless as to whether the public likes it or not? This is the question which the average newspaper reader can cogitate upon at his leisure.

It would be better for the newspapers of the country if these editors and reporters would also spend some of their leisure in cogitating upon these problems. There is entirely too much imitation of methods for the good of the business. Certain kinds of reporting have been conventionalized. Stories are written at length, not because they are interesting or valuable, but because it has become a habit. A university President, a close reader of the daily press, told me once that he considered the greatest defect in the newspapers to be their lack of perspective, the failure of the editors to judge accurately of the relative value of news. The big daily newspapers long ago gave up trying to decide nice points of this kind. They solve the problem for themselves by making every issue an omnibus of the news stories of the day. Everything is printed and printed rather at length on suspicion that it may be wanted by some group of readers. Small dailies and weeklies cannot do this. They must fit their stories to their space and to the needs of their readers. To do this well requires close study of the news and the wants of the readers; it cannot be done by simply imitating the big and loosely edited dailies from the large cities.



OF JOB WORK, BOOKS, AND PAMPHLETS. BY OCTAVO

"I thought it would be nice to have a Book or two one cared for, printed in a Way one would like to see them."—*William Morris.*

THE foregoing quotation is taken from the cover of a nice booklet sent by Warwick Brothers & Rutter, of Toronto. It is a treatise on the preparation of manuscript, the correction of proofs and the details of book-making. It is excellently well done, and its value lies in the fact that it will be kept, as it contains much of value and interest to those who contemplate making booklets. The letterhead is also a good example of modern display. The rules were printed in red and the type in black ink.



A novelty in the way of advertising comes in a pill box from the Beverly (Mass.) *Evening Times*. Inclosed in cap-

up. I don't know that I ought to do much shouting as a printer, as I have been in the printing business less than a year, doing only engraving previous to that; but I am sure your journal will prove a valuable assistant to me in my departure. I send you under separate cover a few specimens of my average printing, and if not asking too much would be pleased to learn your opinion of same.

Yours very truly,

A. B. SCHULZ.

All of the specimens submitted show considerable merit. The letterhead which is reproduced shows the best display. There should have been a little more space between the word "John" and the letter "H," which also has a wrong-font period following it. A little more space should have been inserted above the date line to allow for writing. I am not trying to pull this letterhead to pieces, but merely showing how a good design could have been made better, in my opinion. It would further improve the job if the comma had been

WARWICK BROTHERS *and* RUTTER

WHOLESALE STATIONERS, BOOK *and* COMMERCIAL

PRINTERS, BOOKBINDERS *and* BLANK-BOOK MAKERS

68 *and* 70 FRONT STREET WEST, TORONTO, CANADA

SAMPLE OF LETTER-HEAD DISPLAY.

sules is a strip of paper which bears the words: "Take one hour to read the Beverly *Evening News*."



A very interesting letter comes from South Chicago, along with some specimens. Here it is:

CHICAGO, October 31, 1900.

National Printer-Journalist:

Yours of the 19th received, also the October number of your journal; and I must say I was agreeably surprised with same.

left off the first line, after "Timm," with the "&" spelled out between "Life" and "Fire" in the second line. Thanks for the interest displayed in this department. Will be pleased to receive more specimens.



Good Cheer, a monthly magazine for cheerful thinkers, has made its initial bow. Forbes & Company, of Boston, are the publishers, and Nixon Waterman has entire editorial supervision. This optimistic poet is well known in Chicago,



JOHN H. TIMM,

Real Estate, Loans, Life & Fire Insurance.

9154 COMMERCIAL AVENUE.



SUITE 216, DAVIS BUILDING.

South Chicago, Ill., ...1900.

ANOTHER KIND OF LETTER-HEAD.

The criticisms and review of work interested me greatly. I inclose money order for one year's subscription. I have been very busy and unable therefore to start on the cover design as yet, but I shall try to steal a few hours' time early next week to fix one

and his friends are numerous. His charming verses have been quoted a great deal and are to be found in thousands of scrap-books. The writer of these lines pleads guilty to this offense. The typography is neat and artistic and the price is

10 cents a copy. May it prosper, and grow, and bloom. Spreading good cheer and happiness in the human family is a work which ought to prosper.

It has often been said that booklet advertising does not pay. This letter is put in as evidence that it does pay:

OTTUMWA, IOWA, October 25, 1900.

Editor National Printer-Journalist.

DEAR SIR: It is with great pleasure that we notice in your last issue a reproduction of the front page of the *Courier's* booklet recently issued, "The Object," and we feel highly honored at your appreciation of this work. Of course, you know that for an office of this kind \$200 expended on a booklet of this character is quite an item, but we feel that we have been thoroughly repaid for the investment. Wishing you continued success and again thanking you for the many kind favors in the past, we remain, yours very truly,

THE COURIER PRINTING CO.,
E. P. ADLER, Business Manager.

The Inland Type Foundry, St. Louis, is doing a lot of excellent advertising. "Another Feather in Our Cap" is a catchy circular recently issued by this firm.

Printers should possess all the ink specimen books they can get, for they are of great service in selecting inks for different jobs of work, particularly in offices where a lot of color printing is done. The Queen City Printing Ink Company,



SAMPLE OF A TITLE-PAGE.

of Cincinnati, has sent two of these books to this office during the past month. The title page of one of them is here reproduced, in a much reduced size. The composition is clean, but at the same time it is bold and attractive.

C. P. Zacher & Co., engravers, Chicago, send a specimen book, the half of which is upside down; this may have occurred only in the single copy which happened to reach this office, but it spoiled the book, anyway. It is intended to show the advantage of engraving over lithography on such work as letterheads, bonds, drafts, checks, banknotes, diplomas, stock certificates, cards, labels, etc.

Out of one hundred corner cards on envelopes lying before the writer, ninety may be classed as bad, eight as fair, and but two as good, while not one could be classed as excellent. There is room for much improvement in this line of printing.

Several nice samples of printing and advertising for printers come from the W. P. Dunn Company, Chicago. Many printers are now making bids for work by showing how they do it and sending the samples through the mails.

Edward W. Stutes, Spokane, Wash., sends a copy of his "Job Composition" book, which consists of a collection of specimens of every-day composition produced for the benefit

of printers and publishers generally. The price is 50 cents a copy.

Bradford, "The Printer," Indianapolis, sends a fair letterhead, printed in green and brown, on white paper.

The "Cornhill Booklet," published by Alfred Bartlett, Boston, is a delightful addition to the literary world.

The Niagara Paper Mills sends along some excellent monthly calendars. They are unique, clever and convincing.

The American Typefounders Company sends a card showing a new 10-point Typewriter face. This is quite a change from the usual 12-point.

Manz & Co., engravers, Chicago, send a postal card, the effectiveness of which seems to be entirely lost after passing through the mails and getting pretty well stamped on.

We ask a friend, when we find him alone
For his private opinion, mayhap,
And if it should chance to agree with our own,
He's a mighty intelligent chap.
But if his advice isn't what we expect,
Or, say, if it e'er should come to pass
Our own cherished notions he'll calmly reject,
We declare him an adjective ass.

—Pick-Me-Up.

ADVICE FOR ADVERTISERS.

When an advertiser has designs on the public he should see to it that they're artistic designs.—*Profitable Advertising.*

With the approach of the holidays holiday ads are beginning to make their appearance, and with them the fool who wants to spell Christmas "Xmas." To such men the *Republican* would like to ask if they were writing the name of the Savior of Mankind would they spell it "J. X."? That would be just as sensible and fully as appropriate as writing Christmas "Xmas." We are glad to say that all the better-class papers over the country are tabooing the use of "Xmas" any place in their want columns, regardless of whether it is paid for or not. "Xmas" is tabu in the columns of the *Republican*.—*Honolulu Republican.*

Good returns from advertising are secured in the same manner as other profitable results are attained in any line of human effort—that is, by keeping at it. Sporadic trials of the advertising columns of even the best newspapers bring only intermittent gains. A hoop which wobbles in its rotations over the ground does not, of course, follow a straight line, and the tradesman will discover by observation and experience that in the matter of advertising he must be as regular and systematic as in the management of other departments of his establishment if he be anxious to keep on the direct road to success.—*Philadelphia Record.*

Here is a paragraph containing sound advice to business men, from a nameless contemporary: If you expect to conquer in the battle of today you will have to blow your trumpet in a firm, determined way. If you toot your whistle only and lay aside your horn, there is not a living soul will know that you were ever born. The man who owns his acre is the man who plows all day, and the man who keeps a humming is the one who advertises with a sort of sudden jerk is the man who blames the printer-man because it wouldn't work. The man who gets the business uses lots of printer's ink—not a clatter, not a spatter, but an ad that makes you think—and plans his advertisement as he plans his store and stock, and the future of his business is as solid as a rock.—*Bayonne (N. J.) Herald.*



The Growth of Inventions in the South

By CYRUS KEHR, Patent Attorney, Knoxville, Tenn.



AN examination of the following table, compiled from the reports of the United States Commissioner of Patents, will disclose in an interesting manner the geographical distribution of patents granted by the United States Patent Office.

In this table the names of States and Territories are arranged according to the ratio which the patents granted during the year 1899 bear to the population, said ratio being indicated by the left-hand figures. The ratio for the same States or Territories for the year 1894 is indicated by the right-hand figures. The figures given stand for inhabitants, and one patent was granted for each number of inhabitants indicated.

Last year little Connecticut stood first in number of patents issued in proportion to population, one patent having been issued to every 945 inhabitants. That State has for many years been a manufacturing State, and at present it probably manufactures a larger number of articles in proportion to population than any other State in the Union.

Next after Connecticut comes the District of Columbia, in which is located the City of Washington. This is certainly not known as a manufacturing community, and thus finding it in the second place will doubtless be a surprise to many. The various government departments carry on considerable work which no doubt stimulates mechanical improvement. The Treasury Department, the Bureau of Engraving and Printing, the Navy Department, with the mechanical work carried on at the Navy Yard, the War Department, etc., doubtless account for a large proportion of the inventions patented in the District of Columbia; but it is probable that a considerable number of these patents are due to the presence of the Patent Office. People residing within the District are in various ways brought into contact with inventors and inventions and patent attorneys and are thus prompted to work out and patent inventions which might not otherwise come into existence.

Next come Massachusetts and Rhode Island. Both having reputations as manufacturing States, it is no surprise to find them so near the head of the list. But we have reason to be surprised to find Oklahoma Territory following next. Why that Territory, which we associate with Indians, cowboys, bronchos, great herds of cattle, and train robberies, should stand fifth in ratio of patents received by its people, I cannot undertake to explain, unless it be by saying that a large number of energetic people have been transforming that territory while other people have been too busy elsewhere to note what has been transpiring.

New Jersey might have been expected to stand as high as sixth. It is known to have a large number of manufacturing cities and towns and its agricultural area is not relatively large.

Next we go to the far West, to Montana. Possibly the mining industries account for the position of this State. A large amount of machinery of many kinds is used in connection with the various kinds of mining prosecuted in Montana. Next we go back to New York, known to be a great manufacturing State, and then again to the far West, to Colorado and California; then back to Illinois, having a reputation as a manufacturing State, and then again westward to Arizona Territory, which we have always had in mind as a region of desert, mountain, cactus, Indians, rattlesnakes and greasers. The same explanation is offered here as for Oklahoma.

Going back to Pennsylvania seems logical; but we are surprised to be required to move next to Washington, on

the far Pacific. Going back to Ohio seems a natural thing to do, but we cannot explain why the Mormon State should rank next to the old Buckeye State. Michigan has long manufactured and invented; but why should far away, youthful Idaho and Oregon presume to stand next to the old Peninsula State?

Thus we are led on from East to West and from West to East, until we land south of Mason and Dixon's line, in Maryland. Then we go to the North again, through eight States, and then we move from South Dakota to Texas; then back to Nebraska and South again to West Virginia, and thence through the remaining twelve Southern States, taking a side trip to New Mexico Territory, South Carolina being the last, with only one patent to 25,024 inhabitants, against one patent to 945 inhabitants in Connecticut.

It is probably true as a general proposition, that throughout the United States the number of patents granted is in proportion to the variety and amount of manufacturing. Most of the Southern States, not having been, until recent years, engaged in manufacturing to any considerable extent, it is not to be expected that the inhabitants of these States should have received a large number of patents. This view is justified by the fact that a comparison between the two columns of numbers in the table, notwithstanding growth in population, shows a growth in ratio during the last five years, the period during which manufacturing has developed more than ever before throughout the Southern States.

	1899	1894
Connecticut	945	993
District of Columbia.....	1,151	1,379
Massachusetts	1,262	1,335
Rhode Island.....	1,270	1,753
Oklahoma Territory.....	1,344	6,183
New Jersey.....	1,455	1,557
Montana	1,474	1,738
New York.....	1,579	1,801
Colorado	1,604	1,991
California	1,652	1,958
Illinois	1,778	2,344
Arizona Territory	2,208	5,420
Pennsylvania	2,232	2,761
Washington	2,268	3,925
Ohio	2,446	2,619
Utah	2,509	7,700
Michigan	2,601	2,791
Idaho	3,013	3,835
Oregon	3,046	4,357
New Hampshire.....	3,086	4,048
Wisconsin	3,095	4,084
Minnesota	3,304	4,119
Wyoming	3,343	4,047
Indiana	3,347	4,030
Missouri	3,452	3,690
Maryland	3,509	3,417
North Dakota.....	3,582	7,027
Iowa	3,901	5,724
Vermont	4,005	4,261
Delaware	4,011	5,105
Nevada	4,160	4,576
Maine	4,436	6,356
Kansas	4,821	7,356
South Dakota.....	5,303	7,646
Texas	6,368	8,249
Nebraska	6,456	6,477
West Virginia.....	6,575	10,308
Florida	7,248	8,509
Virginia	7,774	12,358
Kentucky	8,332	11,616
Louisiana	9,401	10,653

Tennessee	9,984	16,674
New Mexico Territory	10,238	13,963
Arkansas	11,515	19,792
Mississippi	13,574	21,857
Georgia	14,025	16,703
Alabama	17,195	17,193
North Carolina	21,012	18,597
South Carolina	25,024	25,581

Attention is specially asked to the large changes in Virginia, Kentucky, Tennessee, Arkansas, Mississippi, and Georgia. Alabama, North Carolina and South Carolina have remained practically stationary; but it will be interesting to note what changes the present development in textile and mining industries in these states will produce in the number of patents to be granted during the next five years.

It will be observed that in the older manufacturing States the ration has undergone comparatively slight change during the last five years.

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NEWSPAPER LIBEL AND THE RIGHT OF PRIVACY.

By D. M. BUTLER, Lincoln, Neb.



UR kind friend, Will Owen Jones, he of the city desk department, makes a statement in the October issue to the following effect: "If I am arrested for horse-stealing and a paper prints the simple fact, I have good ground for action against the paper unless it can prove me guilty of the offense." Mr.

Jones modifies this statement in some of the subsequent lines of the same paragraph when he says: "To print the fact of my arrest branding me as a thief when I have no means of proving my innocence is actionable." The latter sentence probably conveys more clearly the meaning of what Mr. Jones intended to say than does the former.

It is now well settled, I think, that to simply publish the fact that an affidavit has been filed, and an arrest made, and for what purpose, is privileged, providing the guilt of the party is not presumed, nor the general bad character of the accused proclaimed. Neither as I understand it is the publisher required to assume or proclaim the innocence of the party, nor to in any way announce his good character. Where a recovery has been had against a newspaper, it has been by reason of an abuse of a simple privilege. To assume or proclaim the guilt of the accused would require proof of the same and the fact that an affidavit had been filed and an arrest made under it would be no protection to the publisher. So if the bad character of the party was announced, bad character must be shown as a defense. Then again the report must be fair. To publish the damaging portions and announce a great mass of evidence gleaned from prospective witnesses, or police officers, destroys the privilege. This privilege of publishing matter only exists in cases where the courts have jurisdiction under a Federal or State statute, or a city ordinance. Some publishers have a habit of treating a great many affairs of a semi-public nature as they would a report of judicial proceedings. If an affidavit is filed for the purpose of expelling a member of a church, a secret order, or club or any other society not having jurisdiction under the law to try offenses, it would not be protected under the law as would an affidavit filed in court for the purpose of securing the arrest of a person accused of a crime, or beginning an action at law in which petition something disgraceful may appear.

In two or three cases courts have held that the privilege does not exist as where an affidavit was filed, but never entered in the index of the court and was immediately withdrawn from the files, the publication by a newspaper was declared not privileged, and the publisher not being able to establish the truth of the charge was unsuccessful in his defense. It was also held that to publish the fact that a party had been indicted by a grand jury was not privileged when the indict-

ment or its contents was published before the indictment was returned to court, or filed with the clerk.

Reports of legislative proceedings are also protected the same as those of courts, but where an investigation was held by a committee of the legislature which committee was in session with closed doors, a report of the doings of the committee was declared not privileged when such report was made before the committee had reported to the main body.

Under the city charter and ordinances of Lincoln the city council has power to try the impeachment of a mayor, and when a mayor was on trial for bribery the State Journal published a fair report of the proceedings which it had a perfect right to do under the usual interpretation given by the courts upon the subject of privilege.

RIGHT OF PRIVACY.

Mr. Jones also makes some timely remarks upon the right of privacy. This right probably is not so much a growing one as it is an application of well established principles to growing abuses. We have a few decisions, of late, upon the subjects which may afford some valuable suggestions to newspaper workers, although the decisions did not affect newspaper publishers.

Judge Dunne of the Circuit court of Cook county, Illinois, granted an injunction restraining a manufacturer of distilled products from using the portrait and name of a lady on a brand of their bottled goods.

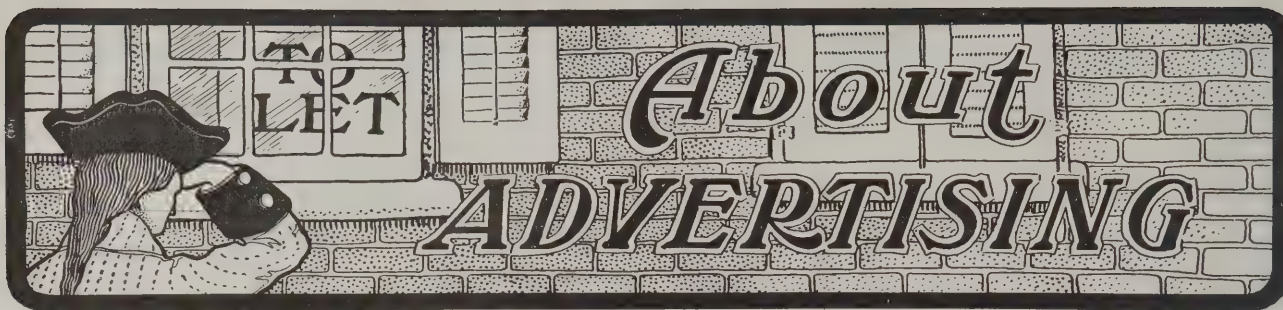
The Supreme court of New York recently restrained a manufacturer of food products from using the portrait and name of a Miss Roberson on a brand of their food products. Judge Davy who presided for the court also overruled a demurrer to a petition which asked a judgment of \$15,000 damages for the use of such name and portrait. Miss Roberson was a private individual and there was no reason why her portrait should be used except that she was a person of rare personal beauty.

We need only to follow out this analogy to find that if the portrait and name of a person is used without his consent in a newspaper advertisement such person would have a right of action for such abuse. Neither is it necessary, so far as the writer can observe, in all cases that the portrait used should be that of a private individual. As a writer has suggested, if the portrait of a well known temperance advocate should be used to advertise a brand of liquor, the party whose portrait was used would have a right of action.

Private individuals have more rights than public characters only in a degree. So we might carry the analogy still further and we will probably come to the conclusion that should a portrait of a person of good character be printed together with those of persons whose characters were questionable, such as might occur should it appear in a Police Gazette gallery of portraits, although there was nothing to indicate anything bad except from the association the party would have a right of action.

We cannot go into the realm of speculation much further than this. Such questions as the courts have been called upon to adjudicate have been caused by the growing greed of advertisers, and if some few newspapers do not curb their greed for sensation there will probably be some decisions affecting them. I do not believe the time will come when newspapers will be called upon to answer for publishing interviews with public men without their consent, unless such interviews shall contain something libelous. Possibly this matter can be brought about by statute, but under the principles of the common law we must be guided almost entirely by the question as to whether or not statements in interviews, etc., are libelous.

The conclusion of all this is that under the law, newspapers are permitted to publish the news, even reports of private functions provided such news is published decently. The same will probably be true of the right to publish portraits in proper places and on proper occasions. Even a lie is not necessarily actionable without proof of special damages, unless the lie is libelous. The law takes no notice of trifles, but the subject of trifles may be more fully considered in a future article.



By CHARLES AUSTIN BATES, New York.



HOMELY old adage says: "There's more than one way to kill a cat." So of advertising; there is more than one way of attracting attention. Attention may be attracted once by the wording or the cuts in an ad, only to be avoided forever after.

This is especially true with women. If an ad gives a man a disagreeable sensation, he will look it over, exclaim over it, call the advertiser several very emphatic kinds of fool and look for it again in next day's paper, and say the same things about it and more.

Not so with a woman. She only gets the outlines of the cut, or, maybe reads a sentence or two, and the page is folded or turned so as to hide that particular ad, and, if she even so much as remembers the advertiser's name, or the goods he has, she recalls it with a feeling of dislike.

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This idea is forcibly illustrated by the Society for Prevention of Cruelty to Animals. On its stationery and on the sides of its wagons are medallion pictures in the bas-relief style, representing several men abusing a horse, with no one to interfere but a figure with wings. These figures, supposed to be angels, are not usually visible to the naked mortal eye, and to the average person a stalwart policeman with uplifted mace in the composition would have more promise of justice.

However, this feature is not the point. If this Society is one for prevention of cruelty, why does it perpetuate this form of cruelty to the human part of the animal creation? Why

in medical ads may be useful, because persons who are not well, and who do not understand their symptoms and are in search of a panacea, will scan medical ads in the hope of finding their own case described. Frequently they succeed, and the pictures, they will declare, "look just as I feel."

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Advertising has but lately, that is, within the last few years, become a distinct calling. Now it is variously described as a business, a profession, an art and a branch of manual labor.

All these descriptions fit the work. A man who doesn't consider his advertising from a business point of view, will probably be disappointed in his returns. The business part is to know how much of his income may profitably be used in gaining publicity. Also, it is only good business sense to be careful in the selection of his mediums, and to discover somewhat of the returns from these mediums.

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Advertising is a profession, when one considers the mentality that must be brought to bear in communicating, in an effective manner, the news of the advertiser to the public he desires to reach. This news may be told in such a way as to antagonize the very people he wishes to draw.

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Advertising is, if successful, essentially an art, in these days when, if any kind of work is not artistic, it is abominable. Nowadays women's dresses and hats are "symphonies" or "poems" or "dreams" or "pictures."

Shall a "hewer of wood and a drawer of water" properly illustrate store news so as to attract the wearers of "dreams" and "pictures"?

The manual labor of advertising is the same as the labor of sawing wood or doing laundry work. One must take time and muscle and sit at his desk and wield a pencil, pen or type-writing machine to put his professional thoughts and his artistic ideas into lines and curves in a fair business aspect.

A certain famous novelist says his characters sometimes get away from him and do other than he wishes or intends them to do. Looking over the advertising pages of our great newspapers, sometimes an outsider is forced to believe that advertising ideas are quite as uncontrollable. They go off in the most unexpected manner, and when the readers expect to get some store news that may help them in necessary shopping, they are led off into a wilderness of generalities and arrive nowhere.

Womenlike, of all things, even when they *must* have some particular article, to blue-pencil an advertisement and march to the store and bid floor-walker, saleswoman and cash-boy all stand and deliver. It saves time, and it ought to be a satisfaction to the advertiser. Here are direct returns. The ad has been read. If the goods correspond, that customer will be a living ad for that store. She found the print and the goods all of one kind. She will forage for other goods that in the near or remote future she may need. But, if she comes with her marked paper, and finds she has spent time in running to earth only a delusion, then, for that one woman, this merchant man might as well call the mountains and rocks to fall upon him. She not only avoids his place, but she uses her influence to keep others away. And in this she is not malicious; she considers herself benevolent.



THE CLOISTERS, FURNESS ABBEY, ENGLAND.

familiarize children with such a scene of cruelty? Why not as well have horses or other four-footed animals represented as happy and comfortable, protected by men and petted by children?

A sight that familiarizes people with barbarism of any degree has a deteriorating effect upon the spectators. This is cited only as an object lesson. Probably in advertising medicines the "Before" and "After" pictures have proved valuable, because of the contrast. It shows what the medicine will do. So, too, other disagreeable illustrations used

Probably she is. She wasted her own time, and with the average woman that means a great deal. After all that has been said about the idleness of women and the means they employ to kill time, the fact of the matter is that it is only a scanty remnant of womankind that toils not in some capacity. The great majority work more hours in the day,



EAST WINDOW, FURNESS ABBEY.

The abbeys and the arches,
The old cathedral piles,
Oh, weep to see the ivy
And the grass in all their aisles;
The vaulted roof is fallen,
And the bat and owl repose
Where once the people knelt there,
And the high Te Deum rose.

and more days in the year, than the law specifies. The advertiser who caters to women will do well to keep this in mind. Don't fool with women. Tell them plain facts about your goods, especially those that you expect them to be interested in. If you have cuts, have good ones, and of course truthful ones.

ADVERTISATORIAL.

"Reasons" are the basis of good advertising.—*Printers' Ink*.

* * *

No one ever advertised so successfully that he could afford to stop.—*Printers' Ink*.

* * *

Make your advertising an investment, not a contribution.—*Mississippi Valley Lumberman*.

* * *

More large fortunes are created by advertising than are dug out of mother earth.—*Mail-Order Journal*.

* * *

The advertiser does not need to have fine feeling for words, the verbal instinct, with which poets are born, but he must have an instinct akin to that of the preacher, the orator, the

musician and all other artists who move men; he must be able to attract, to lure, to win.—*Agricultural Advertising*.

* * *

One little handbill can promise more than a dozen circuses can perform.—*Printers' Ink*.

* * *

The man in the country who makes advertising pay must get out of the rut. He cannot attract attention if he use a stilted, old-fashioned style.—*Trade Register*.

* * *

If advertising men will study the methods of the men who dispose of the goods on the sidewalks of the cities some valuable pointers can be picked up.—*Advertising World*.

* * *

The way to learn how to advertise successfully is by advertising. Theory is all right in its place, but there is no way of testing it save by putting it into practice.—*Printers' Ink*.

* * *

Of two men asking for business the man with the best dress and the best address will get the most orders every time. This is just as true of printed things as it is of human beings.—*Current Advertising*.

* * *

The great trouble with the average advertiser is impatience. He expects to cast his bread on the water today and see it come floating back tomorrow with butter and sugar on both sides.—*Agricultural Advertising*.

* * *

It's a good thing to offer to refund money, provided the advertiser does so in a cheerful manner. If, however, in refunding he leaves the impression that he is unwilling to do so, he would better not refund at all, since he will probably lose the trade of the customer anyhow.—*Printers' Ink*.

* * *

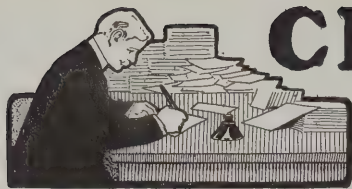
As a general thing newspaper men and advertising solicitors are too positive in their assertions that advertising pays, and in consequence, the inexperienced too often get the impression that the advertising field is an undeveloped gold mine. According to the glowing accounts of some of these solicitors, it would be an utter impossibility for any to fail in the advertising business. As a matter of fact, it is easier, perhaps, to fail in advertising than it is in any other business. To succeed in storekeeping one must know something of storekeeping. To succeed in advertising one must know something of advertising.—*Mail Order Journal*.

* * *

No special directions can be given that will make any advertising successful. All that can be done is to make general suggestions. You will have to fight out your own salvation the same as in any other branch. Many things depend upon local circumstances. This much, however, is certain, and that is, that steady, persistent, common sense advertising, no matter of what sort, will pay, and always has paid. No merchant, then, should overlook his opportunities, even though they do not seem as bright as those of the "big fellows." No merchant can tell what possibilities there are for him, until he gets into the field and starts to thinking for himself.—*Advertising World*.

* * *

The constant advertiser has this advantage over the occasional one: He has not dropped the thread of his discourse, and does not have to pick it up. The occasional advertiser must employ printer's ink lavishly just to re-establish himself on the footing that he occupied before he withdrew from the field; he must regain the ground that he has lost before he can continue. Here that trite but wonderfully expressive proverb suggests itself: "Constant dropping wears the stone." Unremitting advertising, advertising pursued methodically day by day, week by week, month by month, is in the end less expensive than by advertising occasionally, in fits and starts, "by seasons." Narrow-minded and uninformed persons declare advertising the year 'round to be "money wasted;" those who can judge know that it is a golden investment.—*Clothiers' and Haberdashers' Weekly*.



CIRCULATION Department



This department is intended as a clearing-house of suggestions and opinions as to the best means of securing, handling, and retaining subscriptions to all kinds of newspapers. Communications are solicited.

Address all letters to J. L. BOESHANS, *State Journal*, Columbus, Ohio.

RURAL FREE MAIL DELIVERY.



JUST now the establishing of the rural free delivery routes is at its height in Ohio. Route after route is being established, as many as four and five out of one town. These routes are a "good thing" for the papers if worked up properly. The routes vary considerably as to length, being from ten miles to thirty miles long. While they may hurt the weekly or semi-weekly papers, they certainly are of a great benefit to the daily papers, especially the morning papers. As a rule the carrier waits for the first train in the morning before he starts out, and this train carries the morning papers, which he takes with him. He also carries the evening papers, but as they are the papers of the evening before, they are old and the morning paper is the one that sells. I have at present a force of eight men doing nothing but working on these routes, and must say that they are successful in bringing in a lot of subscribers, some as high as sixty names in a week for the daily paper. The men use horse and buggy or bicycle and make a thorough house to house canvass along the routes. As a rule a premium of some kind is used and a signed contract is secured for not less than three months for the daily and some as high as six months and one year. In some instances if worked properly you can induce the carrier to handle your paper exclusively. The employment of extra men and the use of horse and buggy may be looked upon by some as expensive in securing subscriptions. It is, but when you get nothing but three month subscriptions and a lot of them, and the chance of keeping them on the list for a long time, you will have no "kick coming" even if it cost a little something to get them. We now operate in all thirty-four routes with an average of thirty papers per day—not so bad after all. I would be pleased to hear from other parties who have been following up the rural delivery routes, and would also answer any questions that I can in reference to them, that is, as far as my experience is concerned.

J. L. BOESHANS,

Circulation Manager *Ohio State Journal*.

Columbus, Ohio, Oct. 22, 1900.

HOW IT WORKS IN MINNESOTA.

From the Red Wing DAILY REPUBLICAN of October 16.

Drive out from Red Wing to-day in any direction on the Minnesota side of the Mississippi River and the eye of the traveler will behold in front of every farm house along the main thoroughfare and at many road crossings metal boxes erected on posts, placed alongside the road marked "mail box" or "U. S. Mail." At the more central points can be seen the large iron receiving boxes for mail which are a familiar sight in all cities where free delivery of mail prevails.

A year and a half ago had any one gone into the country and told the farmers living ten and twelve miles from Red Wing that they would soon be provided with a daily mail service at or near their homes, he would in all probability have been laughed at. Such a project then seemed visionary and impracticable and while it might be realized in years yet to come, that it should materialize in the day of the present generation was beyond the bounds of belief. Only a year ago every patron of the Red Wing postoffice residing beyond the free delivery limits of the office—and these limits by no means included the entire platted city—was compelled to come to the postoffice for his mail or to send there for it and some traveled eight, ten and even twelve miles to reach these.

Nothing so remarkable was ever witnessed here as the growth of this service—the almost complete supplying of this

large area with mail facilities almost as good as enjoyed in the residence portions of many cities.

Every morning about 10 o'clock five carriers start out from the Red Wing postoffice. Their routes average about twenty-six miles and they are covered in about seven hours every day. They distribute the mail which they have received at the office, including registered letters, collect that which is to be dispatched, also including registered letters, and if the patrons desire, act as their agents in obtaining money orders. Any letters which they receive for residents further along on their routes they cancel the stamps themselves and deliver the same day. In short, they afford to the residents whom they serve, at their homes, practically all the benefits of the city postoffice.

Rural free delivery of mail is a project of comparatively recent origin. It was proposed in the Fifty-third Congress and condemned as impossible of execution. In 1894 Post-



'MY STOCKINGS ARE HANGING UP FOR SANTA TO FILL.'

Courtesy of Spatula Pub. Co., Boston.

master General Bissell failed to make use of an appropriation of \$10,000 to test the feasibility of the scheme because it would prove a burdensome expense. In 1895 Postmaster General Wilson adopted the views of his predecessor and pronounced the scheme impracticable. In 1896 some experimental routes were established, but not with any satisfactory results.

When Perry S. Heath became First Assistant Postmaster General in 1897 the establishment of rural free delivery had attracted so little attention that it was with surprise he learned that such an experiment was in progress. With his usual energy and enterprise he took the matter in hand and very soon clearly demonstrated that a system of rural free delivery judiciously inaugurated could be made less expensive and more nearly self-sustaining than urban delivery in the smaller cities. Results were almost immediately so satisfactory that for the fiscal year of 1897-98 Congress appropriated \$150,000. The

next year this was increased to \$300,000 and this year to \$1,750,000. The demands for the extension of the service are now so numerous that the department is far behind in the work of examining applications. On July 1 over 2,000 cases had been made up at Washington.

Postmaster Rasmussen, at Red Wing, is an enthusiast on the subject.

"Rural free mail delivery," says Mr. Rasmussen, "is the next great step in the development of the magnificent postal

government and he is justly entitled to his full share of the benefits to be derived therefrom. In the matter of postal conveniences he has surely been patient and long suffering. While his city neighbor has been given free delivery of mail once, twice—yes, in some cases half a dozen times a day, even if he lived only a block from the postoffice, the farmer has been compelled to go after his mail, were the distance short or long, the weather fair or stormy, or go without it. In a large measure he has been isolated from the world in general, in no position to keep in touch with passing events and in consequence to a great extent ignorant of what was going on, very frequently to his disadvantage financially and every other way. He has been a splendid subject for taxation to give an efficient postal service to others—as far as taxation for governmental expenses is involved in our system—and he is now to be congratulated upon receiving in a measure, at least, the consideration he deserves in enjoying the postal conveniences to which he is justly entitled."

Postmaster Rasmussen is a newspaper man of several years' experience, having taken charge of the circulation of the *Daily Republican* at the time of its establishment and having passed through different positions until he became editor of the paper. He naturally realized the importance of the reaching of all the people with the daily papers as well as with their private mail. While this free rural mail delivery helps the daily, we do not see why it should injure the local weekly in a field where the weekly paper is looked to for the local news. The morning daily can never usurp the field of the local paper if the local paper is properly conducted. As people are brought nearer together, into more frequent touch with the rest of the world, with general news and intelligence, the desire to know will be increased and the circulation of the local paper with proper local matter and proper effort—can be doubled instead of necessarily being diminished. The local publisher has got to be up with the times and to cultivate the local field thoroughly, giving that which the other papers do not contain. No business was ever necessarily injured by increasing knowledge, giving new life and intelligence and broadening the interests of the people.

The Indianapolis *News* has put an automobile on one of these new rural free mail delivery routes and its manipulator expects to keep pace with the electric cars. The world moves.

KEEP THE PUBLIC ATTENTION.

John Wanamaker, who has made a vast fortune through advertising, says: "Any business firm that can succeed in getting into the public view may readily eclipse another firm of even greater proportions, that does not take pains to keep to the front in public attention.—*Paterson (N. J.) Press*.

* * *

If you are running an ad that says that you are a "dealer in hardware, nails, tinware," and "that you would be pleased to meet your old customers at your old stand," you had better take the money the ad costs and give a picnic to some Sunday-school. It would do more good and the children would appreciate it. I see quite a few ads of the 1841 stripe running in the country papers. If the advertiser won't wake up why don't the publisher use an up-to-date "hot-foot"—that's a rap on the heels that a policeman gives park loungers.—*American Advertiser*.

* * *

Whoever studies the newspaper will be convinced, if he need conviction, of the absolute divorce of advertising from politics. No advertiser is influenced in placing his orders by his preferences among candidates and platforms. I am reminded of an ambitious young man who went from New York several years ago to take charge of the advertising of a suburban daily. A hot political fight was on in the town, and the paper was pounding the mayor day after day. If the editor told the truth, the mayor was a disgrace to human nature, and a fit candidate for Sing Sing. The target for all this abuse was half-owner of the largest dry-goods shop in the place.—*National Advertiser*.



A HAPPY CHRISTMAS SHOPPER.

Courtesy of Spatula Pub. Co., Boston.

system of this country and it is one of the most important yet undertaken.

"In the onward march of civilization and the efforts to better the condition of humanity in every station of life, to provide more comforts and conveniences, to make existence in every way more agreeable, the farmer, the foundation stone of all, must not be overlooked any longer. He has been in the past. He bears his share of the expense of conducting the



EDITORIAL

notes and points



RECENT copy of the Honolulu *Republican* is on our desk and compares, in both matter and make-up, very favorably with other dailies in this great Republic, imperial, not in character and form, but in extent, wealth and strength. Two items in this issue of this worthy western journal attracted our attention. One, relating to reporters, is reprinted on page 885, this (December) issue, the other was with regard to the rapidly extending English language, carrying with it English and American literature, with all the highest ideals of personal rights, universal liberty, education, religious freedom, equal laws, equity and justice for all. The writer, under the heading of "The Lounger," says:

"I was much interested in the article in the *Republican* a few days ago on the English language. It reminded me of a famous editorial by that great man, Charles A. Dana, five years ago. Besides his talent as an editor, being the dean of the profession, as J. B. McCullagh of the *Globe-Democrat* called him, Mr. Dana was a very learned linguist, reading and speaking nearly every language of Europe. Speaking of the use of the German language in the United States, Dana closed with this tribute to the English tongue: "There is nowhere in the world a more robust, forcible or comprehensive language than English. It is the language spoken by the largest number of civilized people. It is the language of those nations where free institutions flourish. It is the language of progress, the language of liberty, the language of law and order; the language of commerce, of invention, of newspapers; the language of the future, superseding other languages in all continents but Europe. It is the official language of the United States and of every public department of the government. We quote from an American poet:

"I like the Anglo-Saxon speech
With its direct revealings;
It takes a hold and seems to reach
Away down to your feelings."

We wish to add, that it is a language the beauty, strength and purity of which should be the conscientious study and constant care of every newspaper writer. The power of terse, clear and forcible expression is one of the very important equipments for successful work in this calling. The English language is the treasury of thought, feeling, knowledge and wisdom, history and progress, builded of words every one of which has been fashioned and fitted through the centuries by the loving hearts and minds of a great people with noble ideals and high aspirations. The editor or writer who neglects the perfect mastery of these words, with their varying histories and shapings, meanings and shadings of sentiment, is an unworthy builder who often casts aside that which should be the corner stone or the well finished keystone to the arch for that which renders the structure weak and unattractive, dull and meaningless if not offensive.

Wm. A. Ashbrook, editor of the Johnstown (Ohio) *Independent*, is not only an editor and publisher, but also a banker and with H. B. Rusler, the owner of three banks. We do not know that there is any particular point in this of value to newspaper publishers in general, except it be the thought of how easy it would be to meet the weekly pay roll and pay the paper bills if one only had three banks of his own on which to draw. Then, however, there would be the danger of being called a bloated monopolist, or of the cashiers absorbing the funds. When one note teller, as did Alvord in New York City, can

get away with \$690,000 in four or five years, even banks are likely to require as much care and watching as does a newspaper.

A recent issue of the San Antonio (Tex.) *Express* had under the heading of "The Newspaper of the Future" some worthy thoughts, appropriate to the closing of the nineteenth and the beginning of the twentieth century. The history of newspaper development in the last hundred years is full of encouragement and of prophecy for a more glorious future. It is a calling in which there can be no standing still. The newspaper public demand something new, demand progress and leadership. The writer says:

THE PROGRESS OF CIVILIZATION.

Let us look back over the progress of civilization for the last fifty years, and then exercise the imagination as to the possibilities of the future. The wonderful discoveries which the near future holds in store may be entirely out of the range of our present mental vision, and call forth such an outpouring of inventive genius as will almost revolutionize industrial methods, educating men more widely and thoroughly in the powers and forces of earth and air and enabling them to divert such forces to their own uses. The newspaper can lend a helping hand here, and when these things are realized a great deal will be due to the newspaper. As the years roll by and as the world advances in its numerous and ever increasing industries, in the development of its latent powers and resources, and in the refinement of its pleasures, the newspaper will not only be in the van of such progress, but will lead the way, and while portraying the position attained and the steps by which it became possible, will ever be pointing upward to the heights as yet unscaled.

THE GOOD NEWSPAPER WILL GROW IN POWER

and influence, and its numbers will increase with the moral and mental improvement of mankind. Its mission will be as distinct and its fitness as important as that of the school teacher or the minister of the gospel. It will realize its dependence upon an enlightened class of readers, and in striving for moral and intellectual advancement will recognize every agency which wields an influence to this end. The proper training of the children, who will become the makers of the laws and the homes of our land, is a chief factor to such advancement, and the building of the best public schools and libraries and the appointment of teachers of superior mental and moral qualifications, who have made special preparation for their profession, will be one of the missions of the good newspaper of the future. It will impress upon parents their duties in the training of their children.

DEPENDS ON CHARACTER OF FUTURE PATRONS.

The early success of the newspaper as a moral and intellectual production rests in a great measure with the parents and teachers of the present generation. If the widest mental culture and the utmost development of pure character be the ends kept in view, we will soon have a class of readers who will demand the best a paper can give, and the yellow journal will fall into oblivion for want of support. How important it is that the newspaper fraternity strive for that which is purest and best in its profession, ever bearing in mind the immense influence it exerts in directing the mental and moral poise of the reader. Another mission of the good newspaper will be the exposure of fraud and corruption in high places. The laying bare of the methods of corporate wealth in levying tribute from the consumers of their products is another mission which falls properly to the lot of the newspaper. In its work as a disseminator of news these matters will be elucidated, and the editorial columns will not fail to suggest remedies which will finally bring about the correction of these evils.

Will we, at some time in the future, have the ideal newspaper? Let us consider some of its characteristic features. First of all,

there will be mechanical beauty, the type legible and the print clear; more general use of illustrations, and greater perfection in their production. New faces of type and their artistic arrangement by skilled workmen will lend greater attractiveness to the adds that will continue to appear in the newspaper. Its columns will be the work of faithful and wide-awake newsgatherers, whose productions have passed under the critical eyes of mentors with wisdom and training for the detection of anything false or unworthy.

All that has been said of the good newspaper and its mission will apply to the ideal paper. The editor must be a man of good character and laudable ambition, so that the editorial utterances of the paper will tend to elevate and advance mankind in all the different walks of life. Let us go over some of the defects and shortcomings of the newspaper of the present which it will shun. Among such would be typographical errors and grammatical blunders; the use of headlines for sensational effect that would convey a different idea from that which a reading of the subject matter of the article would convey, often unjustly casting reflections upon the actions or motives of the parties under discussion. In its news items the ideal newspaper will simply state the facts, leaving the mind of the reading public to draw its own inferences and conclusions. It would refuse to allow the use of its columns for any purpose that would prove injurious to the public or an injustice to any one.

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In the change of the ownership of a paper, thoughts are often expressed and plans foreshadowed by the outgoing or incoming editors and publishers that are of value to members of the craft generally. Such is the case in connection with a recent change of ownership in the *American Volunteer* of Carlisle, Pa. Mr. J. Zeamer, who, after conducting the paper for twenty-two years, has sold the publication to J. Kirk Bosler, who is to be editor-in-chief, and A. M. Gher, who is to be managing editor, says among other things, upon retiring:

In an independent and aggressive editorial career one often differs with his friends. A conscientious writer cannot follow plain duty long without doing so, and an editor who hesitates to adopt a course because some persons are liable to disagree with him will not accomplish much good for the party or the community he represents. Naturally such differences in twenty-two years often arose in my pathway, but being frank and honest differences time always brought about mutual understandings and reconciliation.

Human nature is prone to err. In the hasty gathering and recording of news there is always risk and editorial comment is often written under provocation and stress, yet during the past twenty-two years the *American Volunteer* never incurred a libel suit. The paper undertook much in the way of reform that it failed to accomplish, but if the reader will cast his eye back along its course through the period named he will see and recognize quite a number of very decisive victories that will ever stand to its credit.

As editor and manager of the *Volunteer* for the past twenty-two years, I have mingled much and freely with its constituency. I have solicited business, made collections and gathered news from all parts of the county and in my travels received greetings and hospitalities which I can never forget.

Here are half a score of suggestions as to the work and principles necessary to the success of an all around newspaper man. The new editors, in taking charge, show, by the following salutatory remarks, that they are fully up to the ideals of their successful predecessor:

Familiar with the *Volunteer's* history and traditions; in full sympathy with its patrons; in touch with Carlisle, her people and her interests, we take charge, invoking the aid of a generous public in our efforts to continue a work so well begun and to make of the *Volunteer* in the future what it has been in the past, a credit to journalism and to the Cumberland Valley.

The *Volunteer* is eighty-six years old and yet in all that time, including the recent change, has only had five editors. This fact alone tells much as to its even and continued success.

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The editor of the *Prison Mirror*, published in the Minnesota penitentiary, says:

If editors were to tell the gospel truth at all times they would soon find that this world wasn't big enough for them to hide in.

They simply can't do it; and until they are made out of pig iron no one should expect them to do such a ridiculous thing.

An editor protected by prison walls ought to be freed from any difficulty or danger as to telling the truth. The great trouble is that newspaper people, like others, are walled about by prejudice, by popular delusions, by the frenzy of the unreasoning mob. It is not that the truth itself is always so dangerous in the telling.

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S. C. Russell is the new editor of the *Texas Coaster*, published at Richmond in that State, and freely acknowledges that what he does not know about the newspaper business would fill several large volumes. To know that one does not know was said by Socrates to be the highest wisdom. It certainly ought to be an inducement to seek wisdom and knowledge on which it rests.

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The *Public* of Clinton, Iowa, boasts of a new Thorne typesetting machine and says:

The harvesting machine succeeded the hand cradle, the Pullman coach follows the stage coach, and the telegraph and telephone have annihilated time and space, all in a few brief years. God's secrets are becoming known through man's strenuous life and the world is developing into a fit place for the evolution of



MONK BAR, CITY WALLS, YORK, ENGLAND.

man spiritually and intellectually. Labor-saving devices are reducing the cost of production and enlarging production. The sewing machine makes better dresses and more gowns at less cost.

The demand for more local news in the rural newspaper has grown until hand composition has become too expensive to meet the exactions of intelligent readers, consequently the up-to-date office must invest in modern inventions or fall behind in the competitive race for business.

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We have always had a good deal of faith in a rational, conscientious independence of the press, not only as a means to general usefulness, confidence and esteem, but as the surest way to substantial and permanent success. With this belief ever present we think that many papers will be benefited by

reading the following from a recent editorial in the Dallas (Tex.) *News*:

The Kansas City *Times*, a Democratic journal, does not hesitate to condemn without condition or qualification Democratic officials of the city who are alleged to have stood with the gambling game crooks by whom Carnival visitors were fleeced and robbed. In this one finds another encouraging illustration of the growing independence of the press. Leading Republican journals of the country have not hesitated to speak out in condemnation of party policies and failures which would have been excused or covered over only a few years ago as a necessary evidence of fidelity to the organization. On the other hand, Democratic organs of long standing have come to be classed as downright recalcitrants by the older set of party politicians who were schooled and trained to demand in their day absolute obedience on the part of the organists. Hereafter it may be set down as a certainty that the press, taking it through and through, will come better up to the measure of duty in the work of promoting freedom and of strengthening the hold and footing of the ordinary, every-day citizen. . . . The old method of plunging in blindly, of following unscrupulous and dangerous men, of swallowing all the rot which the party doctors may deem it to their interest to hand out, of giving one's self over to a desperate round of false pretence, false accusation, vilification, abuse, campaign trickery, partisan violence and ballot-box rascality is about to give place to something better, something safer. The change is coming largely as a result of the honest and courageous work of an independent press. In the course of time respectable party leaders may come to find it good policy to encourage independence of this kind—an independence which will save them from tyrannical bosses and from others who have charge of party machines and who use them, first of all, as a means of grinding out spoils for the greedy enemies of a gang-ridden people.

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The running of the Milwaukee *Journal* one day by a minister, recently, made a very pleasing incident. It was more in the nature of a friendly exchange of pulpits than otherwise and grew out of a letter sent by Rev. Titsworth to newspaper men asking their opinions as to the newspaper and its mission. These were used by Mr. Titsworth as the basis of a sermon.

To this Mr. Grassie, of the *Evening Journal*, took exception in a criticism. Mr. Titsworth offered Mr. Grassie his



LEVENS HALL AND GARDENS, ENGLAND.

Showing trees and shrubs trimmed in artistic and peculiar shapes.

pulpit in which to express his views more fully. In return Mr. Nieman, editor of the *Journal*, offered to turn over the paper for one day to the clergyman. The offer was promptly accepted and a day selected.

Mr. Titsworth made his appearance at the office bright and early. Hanging up his overcoat and hat, he settled himself to the desk which had been prepared for him and took up his duties as though he had been accustomed to editing a paper every day in the year.

Nor was he willing to act the part of an idler, nominally in command. He would not be a fly on the spoke, but assisted

in "making the wheels go round." He contributed his share to the general results by turning in nearly two columns of editorial matter in addition to supervising the news that went into the paper.

No sensational changes marked the changed management. Any one not acquainted with the fact that a new man was at the helm would not have suspected that the paper had a clergyman for an editor. True, there was a little more thought and a little more care in the style of the editorials, but there the difference ended.

Mr. Titsworth's leader was on "The Ideal Newspaper." He said that the ideal newspaper does not exist and it is not easy to say what it would be if it did exist. Newspapers mirror only a part of life and that not the best part. They are defective as to current history as books are defective. In conclusion Mr. Titsworth said:

"Does it not come to this? The newspaper must have first of all the right motive. It may be a mixed motive. It may include making money. Every reasonable man will concede this. It may include the advocacy of personal views, or the catering to public demands of various sorts. But must it not also include the molding of public opinion, the conservation of public morals—in a word, must it not always be controlled by the sense of responsibility for the people's welfare?"

At the close of his day's labor Mr. Titsworth made a short speech to his fellow workers in the local room, in which he said that he had been greatly pleased with his share of the experiment. He had become better acquainted with newspaper men and work, and he hoped that in return the reporters would try to get better acquainted with the ministers. There are, he said, many good men among them. "There are some chumps among us," he admitted, "but the majority are very good fellows.

"Many persons," he said, "will say the paper to-day is commonplace, and just as it is any day. That is true. It was not my intention to make it anything else. I did not believe that any good could be done by making a freak for one day. I wanted it to be not out of the ordinary, though unsensational. I think and believe that Mr. Grassie will say when he speaks to-morrow night that the paper as it is published to-day is nearer what Christ would make it than the paper edited by Mr. Sheldon. I have learned many things to-day that I shall always remember. It has been a pleasant experience."

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Mr. Walter S. Marder, formerly manager of the Central Type Foundry, or St. Louis Branch of the American Type Founders Company, and now Superintendent of the mechanical department of the Chicago Branch of that Company, rejoices in a son born Sunday, October 21. Congratulations are in order. It is a finished type without flaw. The point needs no explanation among editors and printers. Most of them get there sooner or later.

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The suspension of the *Evening Star* of Philadelphia, after thirty-four years of life, is not without its lessons. It reached, in 1871, an issue of 103,981, which was, at that time even, considered marvelous, and the getting out of the paper a herculean task that had scarcely if ever been surpassed. The reasons given for its final taking off by one of those who had been identified with the *Evening Star* since its first issue, said yesterday that no attempt had been made in later years to keep up with the pace of modern journalism. One by one those who had been identified with the success of the paper had either died or relinquished their connections, and as a result the *Evening Star* was crowded to the wall by younger and more progressive rivals.

No newspaper can, for very long, have a name to live and be dead to progress and the changes of conditions. It must be in touch with the present and vital with a life more vigorous than that of the community or city where published in order to hold its place.

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We have had occasion very frequently to speak of the many excellences and constant improvements in the Columbia (Mo.)

Herald. We do not say that the *Herald* is the best country paper published, but must say that, everything considered, typography, press work, make-up, character and arrangement of matter, advertising composition and artistic appearance, it excels any other paper that reaches this office. If any publisher produces as good or a better paper, all things considered, from first to last pages, that publisher is selfish if he does not send a copy to this office for notice and presentation by way of the reproduction of some one of its pages for the benefit of other publishers. We will add this, also, that if any country weekly publisher will produce a paper of equal excellence, in every particular enumerated, he need not fear competition or the inroads, through free rural mail delivery, of any city daily. The November 2d issue of the *Herald* is before us as we write and is a gem, from its first page, which is a work of art and its bright "East Window," to its "Old Boone County News" and its last advertising page.

Editor Ed. L. Luckow was not elected to Congress from Wisconsin, but as he ran 145 votes ahead of his ticket in Baraboo, he proved that an editor is not necessarily without honor and popularity in his own country and home, and expresses himself as naturally pleased with the result. He says that the only office he shall run for is the office of his paper, the *Sauk County Democrat*. It is a wise as well as a philosophical decision.

People of Honolulu seem to have some peculiar ideas of the province of a newspaper and the duties of a reporter. My attention has been directed to this on several occasions recently, notably in connection with some banquets. The people in charge of the banquets threw favors at the reporters as though they were animals who were tolerated through fear or something else. I have had a good deal of experience with lawyers, reporters, actors and other professional men and I maintain that reporters, man for man, are as honorable and courteous a set of men as follow any profession in the land. They are men of education and refinement and men of broad experience in affairs. I am told that one editor in Honolulu informed his reporters not long since that hereafter when any one of them attended a banquet he should demand courteous treatment and a seat at the table where he could attend to his duties properly, or to turn and walk out. Of course there are bores in the newspaper profession as well as in all others and these men oftentimes cause people in other walks of life to gain bad impressions of reporters as a whole. The actions of one of this rude class, which, thank heaven, are few, was called to my attention a few nights ago. A man who is not always persona grata where his duties take him, but who is tolerated because of his position on a newspaper, walked into a gentleman's office in quest of news. Just as he stepped up to the desk the man he was addressing was in the act of closing a drawer in which was a box of cigars. Mr. Fresh Reporter at once reached quickly into the drawer and picked out a cigar, evidently thinking his rude act was a piece of smart business. The gentleman he was addressing would have been justified in kicking that reporter out of his office. But notwithstanding the faults of the very few of this character that unfortunately get into the business, that is no excuse for the rude treatment of all reporters so often extended conscientious workmen by people who seem to think a reporter is not deserving of any consideration.—*The Honolulu Republican*.

Editors as well as reporters should be self-respecting gentlemen and he who takes liberties or demands personal favor on account of his calling, especially when a guest, shows more the spirit of a dead beat than of the conscientious newspaper man.

A small paper with a large circulation is better than a large paper with a small circulation. Better for publisher, reader and advertiser. Readers find everything they want in a small compass, and advertisers don't need to buy a page to say a stickful. Every line in small papers is generally worth reading, the editor doesn't have to overwork his shears to fill space.—*New England Editor*.

THE POWER OF CARICATURE.



THE power of cartoons and illustrations has had frequent exemplification in this country from the days of Nast's cartoons of Boss Tweed up to the close of the recent political campaign. But like oratory or so-called eloquence, the cartoon to be effective must be founded on the truth, otherwise it may amuse, if it does not cause disgust, but it will never arouse or convince. Oratory is a powerful weapon, but too many forget its first great essential, laid down, as we now remember, by a great Grecian orator, that of truth. Without it the finest turned periods, impassioned action and impressive gestures are as but tinkling brass and sounding cymbals, as the play of the artificial, mirror trained actor. So illustration is pleasing, but only powerful as it portrays and enforces the truth. In speaking on this subject the *Terre Haute (Ind.) Express* says:

Monthly reviews and magazines produce the caricatures and cartoons which appear in the daily press and assist in preserving what otherwise would be very ephemeral, for a little longer life. The pictures drawn by Cruikshank, Leech, Gillroy and other famous caricaturists earlier in the century are preserved as being of great merit and played a great part in the political and satirical literature of their times. Pamphlets which were illustrated by Cruikshank reached a sale of 200,000 to 300,000 copies and prints of a single sketch by the same artist sold to the amount of \$3,500 in a few days. A striking caricature in one of our great papers, which will be reproduced in others, will have a one-day circulation of a million or more, and be most effective, making a point or impression that a writer could not. Much of the work done for the daily and weekly publications is marked by all the wit and genius of the earlier artists and doubtless has exerted an influence beyond that of many a labored speech or article—flying lightly like feathered arrow to a sure mark and often inflicting pain as well as aiding in reform or the correction of abuses.

The sphere of the caricaturist, and the power at the command of the artist, who must be more than a draughtsman or copyist as he puts an idea into his picture, was remarkably illustrated by a famous drawing by George Cruikshank, who did most of his work fifty to eighty years ago. This was a bank note, not unlike a Bank of England £1 note.

Cruikshank, one day in 1818, when about 23 years old, while passing Newgate, came upon a crowd watching the execution of several men and women and was horrified by the spectacle and the information that the women were being hung for passing counterfeit £1 notes. He was deeply touched, and, going home, sketched a caricature of a note. The drawing, which in general appearance, resembled a note, represented the gallows, manacles, transport ships and a figure of Britannia devouring her children and under the gallows full of dangling figures was written: "I promise to perform during the issue of bank notes easily imitated and until the resumption of cash payments or the abolition of the punishment of death. For the governor and company of the Bank of England."

J. KETCH."

EASTERN MICHIGAN PRESS CLUB.

At the final meeting of the Eastern Michigan Press Club for the year 1900, the following subjects were presented and discussed with interest and profit: "Laws Regarding Publishing Official Reports," T. W. Mingay, *Chelsea Herald*; "Country Correspondence," Mrs. W. A. Fox, *Rochester Era*; "The Practicability of Women in Journalism," Mrs. Mabel Ayers, *Detroit*; "Foreign Ads," Richard F. Reaume, *Detroit*. A paper on "Patent Medicine Advertisers and How to Handle Them," by A. E. McKinnon, *Farmington Enterprise*, was unavoidably left over until the next meeting on account of time.

Election of officers resulted in D. E. Hubbell, *Mariette Leader*, for President; C. D. Bowen, *Mount Pleasant Times*, Vice-President; A. E. McKinnon, *Farmington Enterprise*, Secretary; O. T. Hoover, *Chelsea Standard*, Treasurer. Executive Committee, W. H. Houseman, F. L. Andrews and W. C. Wines. A happy, though impromptu, feature of the meeting was the presentation of a beautiful parlor lamp to the genial editor of the *Mount Pleasant Times*. Mr. Bowen had only the day previous joined the army of benedicts, and the members of the club, on learning of it, desired in some way to express their congratulations on the happy event.



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Advertising Rates Promptly Furnished on Application.

CHICAGO, - - - - - DECEMBER, 1900.

The type cover contest for the January, 1901, first cover page of this paper closed with Nov. 10, but it has been impossible for the Committee to make examination and report in time for this issue. Awards will be made and checks sent to the successful contestants on Dec. 20 as promised. The report of the Committee will be published in the January issue and probably reproductions will be shown of eleven of the most meritorious covers, with a reproduction of the certificate of award to the contestant taking the highest prize. We believe these designs will be found useful to printers as models in excellence of composition. It is better to teach by example than by precept. The NATIONAL PRINTER-JOURNALIST most cordially thanks the gentlemen who have gone to the labor, trouble, time and expense of getting up these cover pages and hopes that each will find some reward in comparing his own with the products of those who are considered the most worthy among his rival contestants. A word on behalf of the Committee. The members are all practical printers and yet the difficulty of deciding between a number of specimens of artistic composition of nearly equal excellence is no small undertaking. There are well defined rules governing the art and yet, when it comes to the deciding, it is largely a matter of taste and, as even the old Romans used to say, *De gustibus non disputandum* (concerning or of taste there can be no disputing). The Committee, too, are tendered our most hearty thanks for the time and care given to a conscientious decision of this friendly contest. We think that, on the whole, their findings will meet with general approval.

Elsewhere in this issue will be found a page devoted to the subject of "A Proposed Correspondence School of Journalism." The NATIONAL PRINTER-JOURNALIST readers are aware of the fact that this paper believes that anything that men really know can be imparted to others, that he who

knows how to make a successful newspaper excellent in all its parts can tell others the method. Newspaper making is not a matter of jugglery or chance, neither inspiration, divine afflatus, poetic frenzy or genius alone. Inspiration and genius may be helpful, but there is much to learn. It does seem, too, that it is a great deal cheaper to learn this much through the imparted knowledge, the tried methods and the valuable experience of others than in that dearer school, which is costly in time, taking up the better portion of a man's life, in humiliation from blunders and failures, and in money often costing tens of thousands of dollars in cash, where thousands could have been gained with a very small expenditure for the right kind of knowledge at the start. No one claims that any one can be a finished, able or successful minister, lawyer, physician or teacher by professional training alone; there must be practice, but few in either of these callings would attain even moderate success or even be permitted to practice at all without such teaching. Why is such preliminary preparation of any less value to the newspaper worker or maker? It was not our object to discuss the subject here, but only to call attention to what is said elsewhere and to ask careful reading, expressions of opinion and co-operation. It is the self-interest of every man engaged in newspaper making to have the calling improved and those who are to enter into the business, equipped with a full understanding of requirements and difficulties. It ought to be a matter of professional pride and of public spirit as well. Let us hear from you.

One important suggestion to which President Hudson called attention in his annual address at Kansas City should be kept prominent; that of employers keeping in touch with worthy, independent workmen all over the country; to show an interest in their needs and to supply freely pertinent information asked by them or others. Employers owe it to themselves and to the calling to show an interest in, to encourage and as far as possible to afford opportunities for advancement to aspiring, competent workmen. This does not mean to pet or coddle, but it means to throw off the lethargy of indifference and unconcern and be alive to the permanent interests and advancement of the calling as well as to individual interests.

On the occasion of the meeting of the United Typothetæ in Kansas City, Judge John F. Phillips, of the United States Court, delivered a most learned, able and eloquent address, the following extracts from which ought to be read and treasured by every genuine printer as a new inspiration in the daily round of his humble but all important work:

How fitting it is to speak of these physical and moral developments before such an assemblage as this. The printers have marked the mile stones which tell of the long and weary march of the world's intellectual and material progress (applause). Without the printing press and the printers, what would the world know or be? What would the world know of the Book of Genesis; of Moses leading the children of Israel out of Egypt, and of his talk with God in the mountain? Of Solomon's Temple; of Israel; the Psalms of David; the devotion of Ruth; the story of the Nazarene, and of the Cross; of the sermon on the mount, and His exaltation? What would the world know of the unmatched epistles of Paul; the martyrdom of Peter; and of the sublime vision of John on the Isle of Patmos? What would the world know of Babylon, Rome and Greece, and Alexandria; of the exploits of Hannibal, Charlemagne, Alexander, Cæsar, Napoleon Bonaparte and George Washington? Of Homer's Iliad and Virgil's Eneid; of Ossian, Shakespeare, Byron, Burns and Longfellow? What would the world know of the philosophy of Socrates; the jurisprudence of Lycurgus; the thirst of Plato; the vision of Joan of Arc; of the Crusades; and of the discoveries of Christopher Columbus; and of the martyrs to truth, religion and liberty, had there been no printing presses and no printers? All these things and men would have largely slept in the tomb of oblivion, or mouldered in cloisters, or rested in the shadow of tradition. Without them knowledge would have had but weak wings; education would have been slow of enlargement; civilization would yet be in the dark ages, religion in confusion; and the area of heathendom would have extended to other continents.

You are the craft who have preserved to the world the best

thoughts of thinking men; the best wisdom of the wise; and who have preserved the discoveries in the arts, sciences and mechanics. The printers are the men who went to the frontier with the miners and sappers of civilization, and set up the signboards and preserved the records of their achievements. You have preserved and maintained the aphorisms of philosophy, the maxims of the law, and to the universal world the Bible itself. You should, therefore, feel at home wherever your feet tread the soil or your eyes behold the flag of civilization (applause).

I feel bound before concluding to tell you and the country that you have established in this country a great "trust." By your course of dealing, by your system of ethics and conduct as an association, you have established a trust, founded upon public confidence and good reason (applause). I hope you will proceed in the great work, and will acquire the power through your association of largely reducing to the minimum the publication of that miserable literature which vitiates the public taste and corrupts the public morals (applause).

The day has passed, if it ever were necessarily recorded in the calendar of legitimate business, when a job printer need fix prices, or a publisher adjust advertising rates, with an eye only single to his competitor. In passing through the land from ocean to ocean, a better spirit is found than once existed of merely downing a rival. There is a little more of the Golden Rule in business than there was even ten or twenty years ago. It is fortunate for the art of printing and for the calling of newspaper making, that this is the more happy present condition. A broad field opens for improvement, for better, more worth and vastly more artistic production.

Several gentlemen who have recently returned from visits to Europe report hard times in England and the trades and industries there as falling away behind. The universal testimony is that this condition is owing to an unceasing, selfish, ignorant, brutal trade unionism that has put fetters on all the industrial callings, hampered employers, limited production, taken away the opportunity and incentive to improvement or to that effort necessary in order to keep up with the progress of the age. Is free America to suffer in like way through the influence of paid agents, organizers or walking delegates, professional agitators, demagogues and truculent office seekers? We are told every day that hundreds of the best workmen in the different callings here are dissatisfied with, and are chafing under, rules that reward and encourage incompetency, and the shirking, indolent, incompetents; rob from the bright, enterprising and progressive, and yet these worthy craftsmen who wish to advance have not the courage to assert their independence. Where courage is lacking liberty vanishes and decadence begins.

Fairness, candor and a judicial mind seem more than ever requisite to the editor of an American newspaper. The temptations are so great on all sides, as shown by the recent political campaign, to appeal to prejudices instead of to reason, that an editor needs a level head and an unprejudiced mind to keep above and free from assertions and entanglements that may prove misleading to readers, disastrous to the public and hurtful to the paper from a business standpoint as well as destructive of confidence, respect and good will. One such instance is before us, as we write—a return wave, we presume, of pre-election charges—though ten days have passed. If it has any merit it must be based on the same reason contained in the old adage of "Bean porridge hot, bean porridge cold, bean porridge best when ten days old." The editorial referred to concludes, with some bitterness, that because a certain wealthy company, for which we care not a fig, is said to have arranged to buy cattle in Texas, everybody will have to pay tribute to or be robbed by that company. There are several companies buying cattle in Texas and the entering the field by another must necessarily tend to make business and competition more lively. At first, it will benefit the Texas cattle raisers and will stimulate that industry. More cattle will soon be raised. Then, when the new competitor reaches the East with its cattle and beef,

buyers must be found and there will be competition at this end that will result in a benefit to buyers and consumers. Let editors of no party be misled by appeals to envy against the successful or the rich, or by prejudice against employers. People have a perfect right to wealth provided it is secured honestly or without injustice to others. That so many men have accumulated fortunes, and that opportunities are open to thousands of others, speaks volumes for the resources of this mighty country and the benefits of her free institutions. Men have a right to organize for carrying on great industries and through these corporations cities have been built up. Business men in order to build up their city unite their capital through a duly organized corporation in some industry that promises employment and profit. The enterprise succeeds. Others are started and succeed. Then competition comes in. The representatives of one factory offer to cut prices to one jobber or dealer in order to get an order, then to another and another. These cuts are met and jobbers and dealers fight for further concessions. Suddenly, these once successful industries, started through public spirit, are found to be losing money. If the managers are wise, they get together and arrange to stop cutting each other's throats in a business way, and to charge fair and legitimate prices for their manufactures. They have only acted honestly and shown good business sense. Of course if there are any individual cases of dishonesty, watering or inflating of stocks, of robberies by promoters, of frauds, wrongs or oppressions, these should be punished, but editors should be above being lead by prejudice into preaching that the whole city should be burned down to destroy the rats in a house, or even to burn a few skulking criminals, who, were it not for wholesale denunciation or conflagration, could, at one hundredth part of the cost, be sought out and punished. Let the light of the press be turned on all corporations, private or public; let the law require, under heavy penalties, the utmost publicity through the publication of financial statements sworn to and fully verified as to actual assets and liabilities and all important transactions; hold every man to strict accountability, for it is the men, not the insensate corporations, or artificial law-created beings, that sin. Let this be done and then let us all work together for good government, an honest administration and for an era of mutual confidence and good feeling, regardless of creed, party or any other previous condition of error, popular delusion or servitude. In the line of securing honest government, all papers, regardless of party affiliations, should insist on the publication of quarterly statements by all public functionaries, that all officers shall be paid salaries only commensurate with services and that the present rotten fee system by which the government and individuals are robbed and government service corrupted, should be abolished and whatever licenses or fees are then charged to be paid directly to the proper public treasurer, who shall receipt for the same, the public officer to act only on the receipt of such treasurer, the taking a fee directly for services to be made a State prison offense or felony.

The NATIONAL PRINTER-JOURNALIST opens up this month a Lesson Department in Newspaper Making, and hopes the same will be appreciated by all its increasing family of readers. No one ever knows so much about all the wide range of work connected with news gathering, reporting, writing for, editing and managing, editorially, of a modern newspaper but that he can learn more, and there are thousands who are looking to this calling as their future field of work or who are just entering thereon, who will be vastly benefited by systematic and orderly instruction. While all must find this department helpful we wish to appeal, especially to the two classes named. Many proprietors, publishers or business managers of papers will find it profitable through the increased practical knowledge and effectiveness to be gained thereby, to order the NATIONAL PRINTER-JOURNALIST sent to new employees. Besides we hope that all our patrons will send in the names of young persons just entering upon or expecting to enter this calling, that might be benefited by this or any other department of the paper.

A TESTIMONIAL TO GEO. H. BENEDICT.

Popular spirit is not always without recognition as Mr. Geo. H. Benedict, of Chicago, can testify. No man has given more thought to how the trades with which he is connected can be benefited. He has worked in organizations, written most convincing articles, given premiums and inducements to write; made personal appeals, all for the benefit and success of members of all the branches of the graphic arts. It goes without saying that he has served the association of which he has acted as president most faithfully. His efforts have been kept in mind and he himself has been honored. On the 13th instant Mr. Benedict was presented, by the members of the Chicago Electrotypers' Association, with a costly and artistic piece of bronze statuary. The figure represents the Goddess of the Wave and is mounted on a pedestal of red and green marble. The whole piece is five feet, ten inches in height and is in every way a most excellent specimen of finest workmanship, worthy the recipient and of the kind regards and high esteem in which he is held by his associates. We present herewith a halftone reproduction of this splendid testimonial.



THE GODDESS
OF THE WAVE.

Artistic piece of Bronze Statuary presented to Geo. H. Benedict, by the Chicago Electrotypers.

THE REORGANIZED
ASSOCIATED PRESS.

The Associated Press, incorporated in Illinois, was a mutual association for the collection of news for its own members, who were governed by certain rules to which all had agreed. Among these rules, with the idea of keeping the Association strong and effective, was one prohibiting members from supporting a rival association. This rule was held to be monopolistic and illegal by the Illinois courts under an Illinois law. The result was that nearly all the members of the old Associated Press organized a new corporation in the state of New York. The first annual meeting of the new Association was held in the assembly room of the Presbyterian building, 156 Fifth Avenue, New York city, on Nov. 21.

The membership of the association is 620. The meeting was largely attended and the spirit which prevailed presaged for the reorganized association a most successful career.

The meeting was called to order by President Frank B. Noyes, of Washington. The chief business of the meeting was the completion of the reorganization by the election of a new Board of Directors, to consist of fifteen members.

The following nominations for directors were made: Stephen O'Meara, of the Boston *Morning Journal*; Whitelaw Reid, of the New York *Tribune*; Don C. Seitz, of the New York *World*; W. L. McLean, of the Philadelphia *Evening Bulletin*; Albert J. Barr, of the Pittsburgh *Post*; George W. Thompson, of the St. Paul *Dispatch*; Victor F. Lawson, of the Chicago *Record*; Charles W. Knapp,

of the St. Louis *Republic*; A. H. Belo, of the Dallas *Morning News*; Charles P. Taft, of the Cincinnati *Times-Star*; Edward Rosewater, of the Omaha *Bee*; V. C. McClatchy, of the Sacramento *Evening Bee*; Harvey W. Scott, of the Portland *Morning Oregonian*; Frank B. Noyes, of the Washington (D. C.) *Evening Star*; Thomas G. Rapier, of the New Orleans *Daily Picayune*; E. B. Stahlman, of the Nashville *Banner*; Herman Ridder, of the New York *Staats-Zeitung*; M. H. De Young, of the San Francisco *Chronicle*; Charles H. Grasty, of the Baltimore *News*; and Clark Howell, of the Atlanta *Constitution*. Mr. Howell withdrew his name.

The balloting was begun at 1 o'clock with the understanding that the polls would close at 2 o'clock, but the voting was so heavy the time for the closing of the polls had to be twice extended.

Several applications for membership were acted upon unfavorably.

At 6 o'clock the inspectors of election reported they would be unable to complete the count for a couple of hours, and the meeting was adjourned until 10 o'clock the next day, the 22d instant. The counting of the ballot took eight hours.

At the adjourned meeting on the 22d, the announcement was made of the result of the balloting and the election of the following board of directors:

Frank B. Noyes, Washington; Charles W. Knapp, St. Louis; Victor F. Lawson, Chicago; Stephen O'Meara, Boston; Albert J. Barr, Pittsburg; Harvey W. Scott, Portland, Oregon; George Thompson, St. Paul; W. L. McLean, Philadelphia; Don C. Seitz, Whitelaw Reid and Herman Ridder, New York; Thomas G. Rapier, New Orleans; Charles P. Taft, Cincinnati; Charles H. Grasty, Baltimore, and M. H. De Young, San Francisco.

The Board of Directors met and elected the following officers:

President—Frank B. Noyes, Washington *Star*.

Vice-Presidents—Clark Howell, Atlanta *Constitution*; Thomas M. Patterson, Denver *News*.

Secretary—Melville E. Stone.

Assistant Secretary—Charles S. Diehl.

Treasurer—V. P. Snyder.

Executive Committee—Messrs. O'Meara, Leitz, Noyes, Lawson and Knapp.

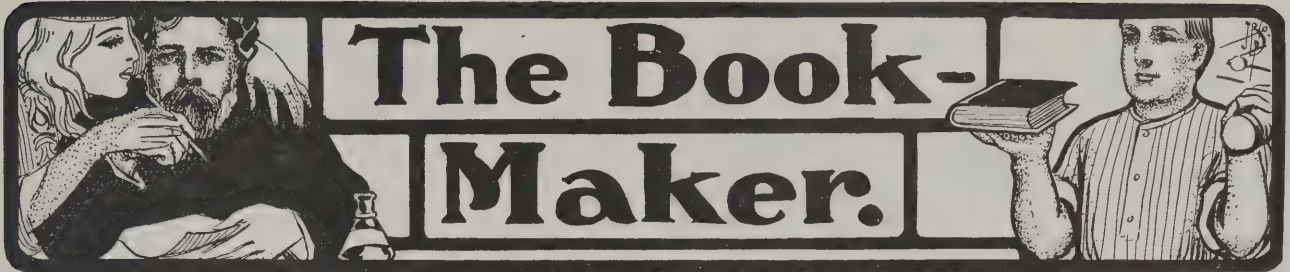
AMERICAN TYPE FOUNDERS' COMPANY MEETS.

At the recent annual meeting of the American Type Founders' Company the election of a new list of directors resulted in the retirement of H. H. Rogers. Charles B. Whiting was chosen as his successor. The other retiring directors who were re-elected were Robert M. Janney, Monroe Smith, Walter S. Marder and Rudolph Ellis.

The statement of the assets and liabilities showed that the surplus was \$434,778, and that the gross earnings for the year were \$356,156, which, when the interest charges were deducted, left net earnings for the year of \$280,241, from which the dividends were paid. The capital stock of the company is \$4,000,000. President John D. Searles, in his report to the stockholders, says:

"The increased volume of business, while largely in our home markets, has been augmented by the continuation of the policy of extending our business into all parts of the world, and an important addition to our foreign trade resulted. A special feature of the foreign department during the past year has been the establishment of a house in the Republic of Mexico under the name 'Fundicion Mexicana de Tipos.' That company, for which this company has furnished a large portion of the capital, is now doing the bulk of the business in type and printers' supplies in the Republic of Mexico.

"The year has demonstrated conclusively the wisdom of the expenditures heretofore made for improved machinery. With a large increase in the cost of raw material and in the rate of wages this company's net earnings would have been very much smaller except for the benefits obtained from its improved methods of manufacture, which have brought about an important reduction in the cost of its various products and have very greatly added to the net profits of the company."



New pamphlet and book cover designs, contributions, and queries are solicited for this department.

ON NOVEMBER 17 the editor of this paper had the pleasure of visiting and viewing the annual display of bookbindings which Charles Scribner's Sons hold at their great book establishment at the corner of Fifth avenue and Twenty-first street, New York City. This visit was made especially interesting and profitable through the guidance of Mr. Hatch, in charge of the advertising department of the company, who pointed out many of the beauties and explained some of the difficulties of the different designs and of the technique of the art. The covers are all in leather, finished with hand tooling by some of the most noted artists of Europe and America. We give reproduction of four of these covers, not the most elaborate, but among the most difficult and tasty.

No. 1 is a binding by Mercier, in a pull-off case. The cover is full dark maroon, crushed levant morocco, with filleted lines, and Empire pattern, in corner, robin's egg blue doublure with ribbed silk flie. The work is "Modern Bookbinding Practically Considered," by William Matthews. Its price is also \$250.

No. 2 is bound by Stikeman in full crushed crimson morocco, gilt top, uncut, and its price is \$150. The work is "Ruhen; His Life, His Work and His Times," translated by Elizabeth Lee. It is illustrated with forty colored plates, forty photogravures and 272 text illustrations.

No. 3 is by Riviere, in full crushed levant morocco, with sunflowers and blossoms in a wide border.

No. 4 is bound in full crushed, brown levant morocco, with tulip blossoms set in diamond pattern, gilt on the rough (see illustration). The cover is by Miss Prideaux and the effect of the design is very pleasing. The price is \$325. The work itself is "The Shephardes Calendar; Conteyning Twelve Aeglogues; proportionable to the Twelve Months." The book was printed at the Kelmscott Press, 1896.

These are only four from the scores of specimens from the best binders of England, France and America, bindings ranging in value from \$70 to \$425. It has to be admitted that French craftsmen in this art still lead, though America, as well as England, stands well up to the front.

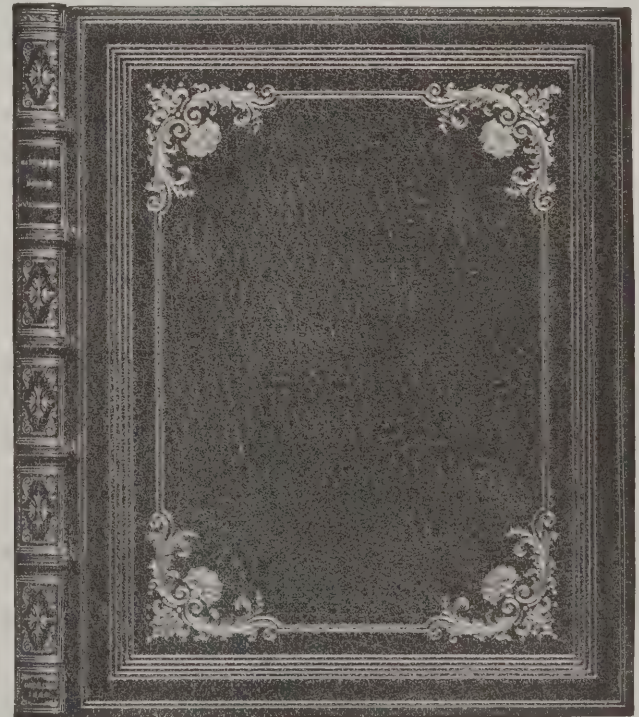
To the French, this craftsmanship, as the *Commercial-Advertiser*, of New York, says, "comes almost as a birthright, and among the men in evidence Mercier stands pre-eminent. His handiwork is distinguished in every touch. He has here the Grolier Club's edition of Matthew's "Modern Bookbinding," in dark maroon with filleted lines, Empire pattern and robin's-egg blue doublure, and a Kelmscott copy of Morris's "Friendship of Amis and Amile," in brown morocco, with delicate fillets intertwined, both volumes showing a plain expanse of leather crushed and polished to the exquisite textures made famous by this man. One curious work is by Leon Gruel, and is of leather carved while frozen. It is a copy of Keats. Other Frenchmen represented are: Lortie, fils; Chambolle-Durur, Champs, Marius Michel, Ruban and Taffin-le-Fort, and the work of all these is choice.

From the Doves Bindery in England comes many volumes, perhaps the most remarkable being a Kelmscott Keats, in robin's-egg blue, with the daintiest possible tracery of lilies and stems intertwined, and there is a copy of Swinburne's "Songs Before Sunrise," in dark blue levant, with a center of powdered

stars, crescent moons in each corner and border of smilax and leaves.

Miss Emily Preston, of Chicago, who studied her craft in the Doves Bindery, in England, has a quiet, refined piece of simple artistic binding of a high technical order. Miss Bulkley has bound a copy of the Kelmscott's "Sonnets of Shakespeare" in an ambitious design in yellow levant, with the figure of a butterfly in *cuir cisele*, the various colors being effective, and among her sex represented in the collection are the Englishwomen, Miss K. Adams, Miss Le Lacheur, Miss Prideaux, Miss Paget and the Guild of Women Binders.

The New York *Evening Post*, in speaking of this exhibit, said: "The struggle between ancient tradition, with its tranquil bands of conventional design and the modern idea that nothing new can be done in decoration except by copying nature rages this year as before. The uncompromising Parisians, and such a Parisian of the Thames side as Riviere, are



No. 1. BOUND BY MERCIER.

as severe as of old, and it is to them that the practiced hand of the collector, the faithful student of old bindings, goes almost without aid of the eye, for those perpetuations of an ancient and noble taste. The pile of Rivieres at the Scribners' is splendid. There are the little thin quartos of the seventeenth century, such as Lisle's 'Translation of Virgil's Eclogues,' Rider's 'Translation of Horace,' Pordage's 'Translation of Seneca,' and volumes by Crashaw, Sandys, and others,

all bound in the taste of those bindings of a still earlier century which may yet be thought, in the long perspective in which we now regard them, almost contemporaneous with



No. 2. BOUND BY STIKEMAN.

the printed books. Who shall say whether it is the Grolier or Maioli taste which has controlled the decoration of this admirable little volume of Sandys, his paraphrase upon the Psalms, or Crashaw's 'Steps to the Temple'? It is fortunate that we sometimes meet with a fine old book beautifully rebound, because the yellow paper, the irregular typesetting and the spelling of the time seem to befit a rich clothing of leather adorned with gold far more than any but a very few books of our own day.

"A few volumes by Miss K. Adams form a curious contrast to the stately antique look of the finer bindings by Riviere. Purely modern searchings for decorative effect, not in close imitation of the best, seldom reach so excellent a result. It is difficult to choose between the small and very simple bindings of 'Robert Herrick's Poems' and the Dowden edition of 'Shakespeare's Sonnets,' on the one hand, and the beautiful quarto Thomas & Kempis in white vellum with a sowing of conventional flowers in red and green, not inlaid, but painted within a strong broad gold outline, on the other. This last is certainly most attractive, because most original, and no recently bound book would be more welcome upon your table. Never have such spirited conventionalized roses appeared on a book-cover in our time.

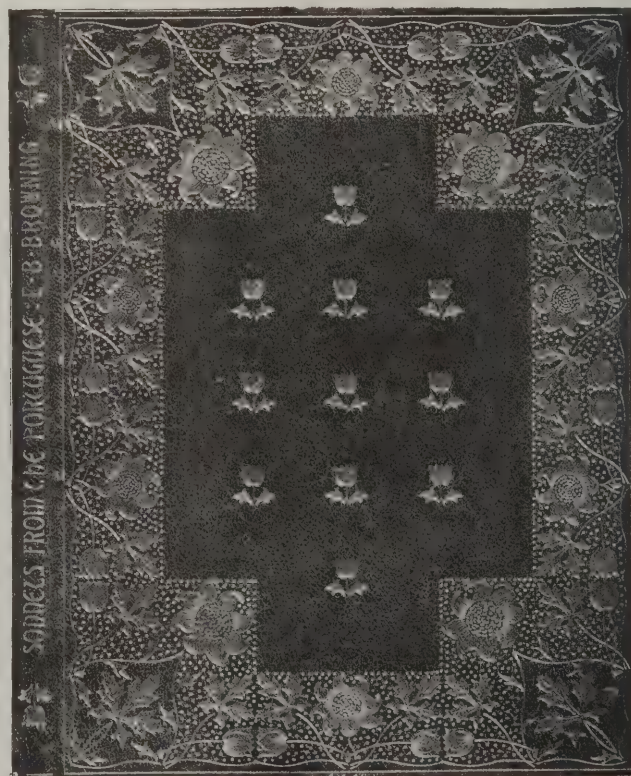
"In English bindings those by Douglas Cockerell claim attention. There is by him a set of Tennyson's poems with bindings of vellum, hand-painted in a pleasant design of yellow and dull-green—a design which, if it were all equal to the central panel, might be called good without qualification. There is also a thin quarto plaquette, the 'Adonais,' printed for the Shelley Society, and this tooled all over in a pattern of ash-leaves and berries, not ill arranged. But the strength of Mr. Cockerell's exhibit is in a collection of volumes all devoted to William Morris (his life and some of his books) bound in what the trade is calling African calf or Niger calf. This is a serious attempt to restore the well-chosen and permanent dyes of old time, and to eschew the

wretched modern inventions which have made it almost impossible to get leather of permanent color. The result is admirable in itself, for the yellowish red tint is beautifully mottled in dark and light, and the rather broad patches of gold made by leaf and flower of a mediæval design, recalling the work of Cobden Sanderson, is well adapted to set off and be set off by the mottled leather. Some of the covers are further ornamented with a blind-tooled lines, variegated with gold stars, while others again are much covered with ornament, and some have lettering around the borders of each flat cover, done in a bold and pleasant way; but the essence of the thing is, after all, in the dull red leather itself, with the play of gold upon its surface. If one were to wish for a row of books bound in similar fashion, this would be the character of the work which he would choose.

BOOKS FOR THE HOLIDAYS.

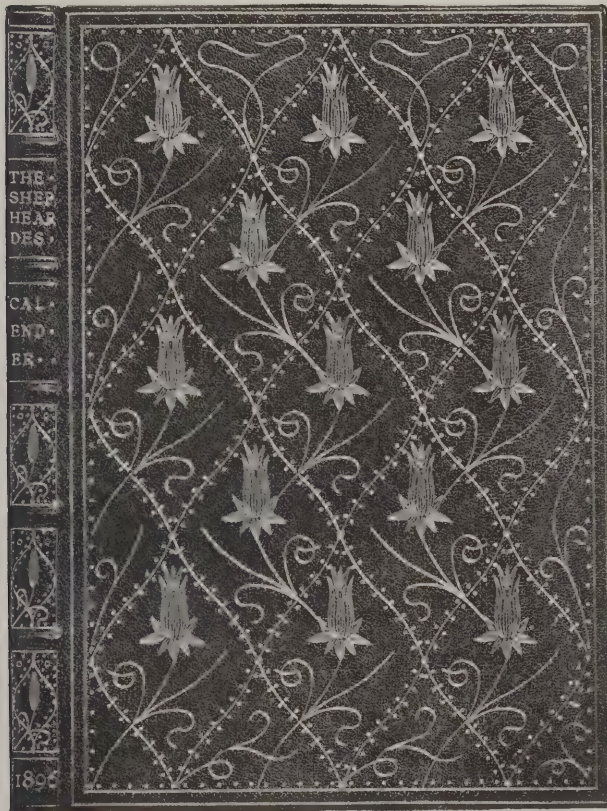
There has not been this year, at least as seen by an outsider, the usual effort for getting out art holiday books. Everything seems to run to history or historical novels. The war for humanity undertaken and victoriously won by the United States, the struggle in South Africa, the difficulties encountered by the United States in extending its beneficent sway over its newly acquired islands of the far East, and the troubles, marked by the concerted action of the powers, in China, have all tended to awaken an interest in history and the study of the character, progress and destiny of different peoples. This has perceptibly influenced the bookmakers, who, like newspaper publishers, must be in harmony with the change and onmarch of ideas and events, and ever ready to meet new conditions and new demands. History making brings new characters to the front and awakens an interest in biography by way of comparison with the great leaders of the past as well as in the direct study of those of the present. On the whole this incentive for the study of history and biography works good.

Among the new historical works, we notice one by Dr. Edward Eggleston, who was at one time a Methodist minister in Minnesota and afterwards a resident of Chicago and



No. 3. BOUND BY RIVIERE.

editor of the *Little Corporal*. His early stories of western life, "The Hoosier Schoolmaster," "The Circuit Rider," "Metropolisville" (describing the early pioneers and land speculators of Minnesota), won for him a wide circle of readers and admirers in the West. Of late years he has devoted himself almost exclusively to history and has made fact more entertaining than fiction. His new work is "The Transit of Civilization from England to America in the Seventeenth Century." The writer of this brief notice, while a boy attending a little Methodist frontier academy (graced with the high title of university) in Red Wing, Minn., knew, admired and in an ardent boy-like way, loved the genial, eloquent young preacher, Rev. Edward Eggleston, and each of his new books



No. 4. BOUND BY MISS PRIDEAUX.

has served to awaken memories of those early days, but now we find scarcely time to review his last work. However, aid is at hand and we are ready to join the *Commercial Advertiser* of New York in saying: All readers who have enjoyed the vigor, the scholarly quality and at the same time the delightful readableness of Dr. Eggleston's "Beginners of a Nation," will give a cordial welcome to his new volume, "The Transit of Civilization from England to America in the Seventeenth Century." It is not easy for us today, in the light of modern scientific knowledge, to realize the limitations of the seventeenth century man—his credulity, his bondage to tradition, his crude and often amusing superstitions. It is just this aspect of the human race two centuries ago which Mr. Eggleston has sought to give us, and it places the whole history of colonial life in an entirely new and fascinating light.

A book of quite a different caliber, yet one which might form an interesting supplement to Mr. Eggleston's, if read in conjunction with it, is "Colonial Days and Ways," by Helen Evertson Smith. It seems that Miss Smith has had the good fortune to have access to thousands of family letters, found in an old New England garret, and going back upward of two hundred years. From these human documents she has reconstructed the family life of the Puritan days in

Connecticut and life in the old manor houses along the Hudson. In these days when interest in American ancestry is rife, Miss Smith should appeal warmly to a large circle of readers, even without the dainty frontispiece by Harry Fenn, and the decorative initials, head-bands and borders furnished by T. Guernsey Moore. The life of our ancestors in those pioneer days of American history, over which time has cast the glamour of distance, seems to be a favorite theme for some of the most attractive books of the year. Still another which is sure to prove fascinating to all who love to delve into the past is "Stage-Coach and Tavern Days," by Alice Morse Earle, who is well known, not only as a delightful writer, but as an authority upon all manner of things colonial. Those picturesque days of travel by stage coach and sojourns at roadside inns seem to live again under her graphic pen; and with tireless industry she has sketched, in all the details, the panoramic scenes enacted within the old-time tavern walls—the dances, the weddings, the meetings of magistrates and selectmen, and many other scenes gay and sad which are part and parcel of the romance and the tradition of stage-coach days. The abundant illustrations, including quaint old signboards, drinking cups, toddy sticks, tollgates and guideposts, and like relics of a vanished phase of life, give added interest to a really delightful book. Another interesting and valuable series of Histories of Great Peoples is in preparation by Messrs. Appleton & Co., under the editorship of Dr. York Powell, of Oxford University. The particular aim of this series is concisely stated to be "to describe the share which each nation has contributed to the common stock of what we call civilization." "The Spanish People," by Dr. Martin Hume, and the "French People," by Prof. Arthur Hassall, are the two volumes announced for this season. Mrs. Latimer's many volumes on the history of the nineteenth century, in Spain, Italy, England and other countries of Europe, are too well known and appreciated to need any special indorsement. This year she has had the happy idea of supplementing all these previous volumes and rounding out the century in a single work, "The Last Years of the Nineteenth Century," in which she traces, in her customary pleasant style, the course of events in all these different countries quite down to the present day. "The History of Colonization from the Earliest Times to the Present Day" is a timely volume, by Henry C. Morris, who at one time was United States Consul at Ghent. It goes back to the very earliest known establishments and expeditions of the races of Asia Minor, and thence follows the subject down through classic and mediæval times to the present day, and problems and difficulties now offered in the far East. It promises to throw some interesting light upon urgent questions of our own colonial policy.

But this much only by way of a taste; there are hundreds of other works of like merit. Before us are three new books from Charles Scribner's Sons; "The Friendly Year," by Henry Van Dyke; "The Old Gentleman of the Black Stock," by Thomas Nelson Page, and "The House of Egremont," by Molly Elliott Seawell. These books are in neat cloth bindings and the printing and illustrations are of excellent quality. We give reproductions of the first cover designs of these books for our readers who are interested in the mechanical appearance as well as in the pages of new books.

"The Old Gentleman of the Black Stock" cover is extremely handsome in gold, white enamel and black on green body. The book is handsomely illustrated with colored inserts. The work has to do with a love and romance that never grow old and is filled with pictures of nature, of quaint houses and scenes and of episodes in the lives of interesting people. It is an enlargement of the author's story of "Elizabeth Dale." The illustrations are by Howard Chandler Christy.

"The Friendly Year" that appropriately presents, on its cover, in rich heavy gold, the "full corn in the ear," is made up of golden, mature thoughts filled with beauty and wisdom, one perfect ear of richest golden grains of thought for each day of each month of all the twelve. The selections are from the works of Henry Van Dyke, made with good judg-

ment and evident love and care, by George Sidney Webster, pastor of the Church of the Covenant, New York. The style, as the collator says, is "marked by simplicity, clearness and directness, and in the manifest influence of a 'human aim—to cheer, console, purify, or ennoble the life of the people.'" It is a very appropriate book for a holiday present and will give pleasure and do good to the recipient.

"The House of Egremont" is a historic romance dealing with the unsettled and stirring times in England at the closing quarter of the seventeenth century. It tells of noble family or house whose members seemed the playthings of destiny, and of a hero who was saved from the devil by the furious punishment at the hands of a virtuous woman, who afterwards became his good angel. The hero always feared God and took his own part." The book is strongly written and has a good moral tone throughout. It is heroic in its treatment of the leading characters and has its highest culmination in the third chapter from the close, that wears the caption, "If a man giveth his life for his friends, he can do no more." The illustrations are by C. R. Relyea. The cover, which is shown herewith, is worthy of study, though not as pleasing and strong as the two others that are illustrated. The only regret is that a more extended review of the books themselves is impossible at this time.

HAVE INSTALLED LINOTYPE MACHINES.

Outing is now set on the linotype. D. Appleton & Co. ran all editions of "David Harum," 410,000 copies, from one set of electroplates of linotype slugs.

During the past month the following printing offices have installed linotype machines: The *Independent*, Everett, Wash.; the *Record*, New Britain, Conn.; Severinghaus & Beilfuss, Chicago, Ill.; Baker Printing Company, Newark, N. J.; the Times Publishing Company, Portsmouth, Ohio; Holbrook & Paddleford (2), El Paso, Tex.; the *Evening Journal*, Pittsburg, Pa.; the *Post-Zeitung*, Saginaw, Mich.; Thomas H. Colwell, Minneapolis, Minn.; the *World*, Helena, Ark.; the *Herald*, Port Huron, Mich.; the *Daily Sun*, Corsicana, Tex.; the *Free Press*, Danville, Va.; the *Post*, Pontiac, Mich.; the *Tribune*, Toronto, Ohio; E. D. Elliott, New Orleans, La.; the *Enterprise*, Riverside, Cal.; the *American*, Media, Pa.; the *Chronicle*, Willimantic, Conn.; the *News*, Lincoln, Ill.; the *Capital*, Boise, Idaho; New England Newspaper Union, Boston, Mass., and the *Sun*, Attleboro, Mass.

Additions have been made to existing plants in the offices of the Sioux City Printing Company, Sioux City, Iowa; Rocky Mountain News Company, Denver, Colo.; Democrat Printing Company, Madison, Wis.; *Herald*, El Paso, Tex.; Nicoll & Roy Company, New York City; Western Newspaper Union, Chicago, Ill. (2); Evening Express Publishing Company, Portland, Me.; Leader Publishing Company, Marietta, Ohio; *Das Morgen Journal*, New York City; *Leader*, Gloversville, N. Y.; Age-Herald Publishing Company, Birmingham, Ala.; *American Tribune*, Newark, Ohio; Williams Printing Company, New York City; *Sun*, Baltimore, Md. (4); *Christian Advocate*, Dallas, Tex.; M. J. S. Parker, Los Angeles, Cal.

FROM AN OLD AND A NEW SUBSCRIBER.

VERMILLION, S. D., Nov. 17, 1900.

NATIONAL PRINTER-JOURNALIST.

GENTLEMEN: Enclosed please find draft for \$2 in payment of my subscription to the NATIONAL PRINTER-JOURNALIST to May, 1901. Your publication grows better and better with each succeeding issue. Yours truly,

E. S. DANFORTH.

WATERLOO, IOWA, Oct. 17, 1900.

NATIONAL PRINTER-JOURNALIST CO.

GENTLEMEN: I am so well pleased with the NATIONAL PRINTER-JOURNALIST of October, a copy of which you sent us, that here goes for the first \$2 I have spent for a long time for a publication of any kind.

Please see that we get it regularly, beginning with the November number. Very truly yours, FRED L. KIMBALL.

OLDEST AMERICAN PRINTING PRESS.



IT WILL surely be a matter of professional as well as of general interest, to learn that the first printing press ever set up in this country, or, for that matter, north of the City of Mexico, is still preserved and in fair condition. It is secure from further danger in the museum of the Vermont Historical Society at Montpelier, Vt., and a photograph of it may be purchased by any one

interested in relics of the typographic art.

This press was procured in England, in 1637 or '38 by the Rev. Jesse Glover, a pious man who intended emigrating to Massachusetts, and who knew that a printing outfit was the most acceptable present he could take to the colony, and especially to the young Harvard College, which sorely needed something of the kind. He seems to have been its proprietor, and to have owned its equipment; but he was assisted in getting it, and especially the type, by friends in Holland and England, who did so because it was to be a matter of value to the educational interests of the Puritan colony.

This press may have been built to order in England by some joiner, since there were no regular press-builders in those days, each printer giving directions for the construction of his presses according to his own ideas. Franklin's papers contain a long memorandum of instructions as to a press he ordered made for him, long subsequent to this time, embodying decided improvements; and in the edition of Stower's quaint "Printer's Grammar," issued in London as recently as 1808, elaborate directions are given for this kind of work. It is curious to compare Stower's figures of parts with this old press, and identify them by their quaint names.

The frame was composed of two massive posts of oak or mahogany, set in "feet" of firmly connected timbers, and tied at the top by a strong "cap." These main posts were called "cheeks;" and mortises, slots and ledges were cut on their inner sides to fit the adjoining parts, so that there were no applied pieces or bolts to work loose. Great solidity, and a support to the bed or "carriage" of the press, was given by a very massive cross-timber near the foot, called a "winter," and this carriage was rolled back and forth, horizontally by means of a crank operating a double drum called the "rounce," which alternately wound and unwound straps that pulled the bed back and forth. The carriage bore a stout fixed box known as the "coffin," in which the "stone" was bedded, level, either upon soft paper, or in bran, or in plaster of paris.

Near the top the cheeks were connected by another massive cross-piece, the "head," which furnished both an attachment and point of resistance to the "spindle," the upper end of which was a screw set into the head. Below this was a stout shoulder, to which the great conveniently bent hand lever was attached; and below that the spindle gradually diminished to a blunt point of hardened steel, which pressed upon the "plattin," where it worked in a little cup. Surrounding and firmly attached to the spindle, below the lever, was a box, the "hose," to which the plattin was suspended by hooks and lashings. The tympan and its "frisket" were hinged to the front end of the carriage, which could be rolled out by turning of the rounce far enough to be folded down before sliding back under the plattin.

As this arrangement did not allow pressure to be applied with sufficient uniformity and power to a large surface, it was customary (as in this case) to roll only one-half of the form under the plattin at once, print it, and then push the remaining part under and imprint the second half of the sheet.

This, of course, was slow work, for no less than seven motions had to be gone through with, after the form was made ready, in order to make a single imprint. Nevertheless it is said that two skilled pressmen, working hard, could make 250 impressions an hour.

Minor parts of this old press are missing, and of course it has often been repaired, and some lesser things about it have been replaced; but its frame and essential features are the original timbers and ironwork, so that the relic is as val-



Specimen of
Halfpence from a Wash Drawing.

UNITED STATES MINT IN PHILADELPHIA.

THE BECK ENGRAVING COMPANY,
North Tenth Street,
P H I L A D E L P H I A

uable to the mechanic as to the literary historian, and it is worthy of reverence by every American for the truth and wisdom, moral and political, that it has been the means of disseminating.

Mr. Glover died before reaching America, but Mrs. Glover set up the press in Cambridge, in the house (at first) of Henry Dunster, Harvard's first President; and as soon afterward she married Dunster, the printing office came under his superintendence. The actual work was done by Stephen Daye (probably a scion of the London printing family of that name), and this arrangement lasted for ten years, although Daye seems to have been both unskilled and objectionable.

His first "job" was the printing of the earliest American publication, the *Freeman's Oath* (March, 1639), and this was speedily followed by the equally famous "Bay Psalm Book." Daye was succeeded by young Samuel Green, the originator of a long and noted line of colonial printers, for there was always one of that name in the business in Boston until the Revolution, and during that time this family furnished some of the leading pioneer printers in other colonies. Some ten years after Samuel Green, 1st, took hold of the Cambridge Press, arrangements were completed for beginning the production of Eliot's Indian Bible; and the Society for the Propagation of the Gospel sent over from London a second new press and outfit of types, etc., for that special purpose, and with it a man named Marmaduke Johnson, who was the first competent printer in the colonies, but who was a shocking Bohemian, like most English journeymen of his time and trade. The work went on so slowly, however, that our old press was drawn into the service as an aid; and it is certain that considerable portions of that renowned Indian Bible were "worked off" from this antique machine.

When, at last, death claimed Samuel Green, the college disposed of the office, and our old press fell into the hands of a grandson, who had an office "at ye north part of ye town" of Boston, and was named Timothy. When in 1714 he obtained the post of printer to the colony of Connecticut, he moved to New London, and took the old press with him, where he spent the remainder of his life. In 1752, however, his son Timothy (2d) succeeded to his business and effects, and was himself succeeded by a third Timothy, a nephew, in 1763. Among his apprentices was Judah P. Spooner, a lad who ended as brother-in-law and partner; and about 1773 the firm moved their business to Norwich, Conn., where they made some notable books, in which this ancient Glover press no doubt did its part. This was followed in 1778 by another move—this time to Vermont, in order to become public printers to the new State. Here Green soon disappears and the firm becomes J. P. & Alden Spooner—a family whose descendants have been identified with publishing in that State ever since.

The old press went with them, and was applied to producing the *Green Mountain Post Boy*, the first newspaper in Vermont. There was much moving about from place to place at first, but finally a permanent home was found in Windsor, where the Spooners kept the old press at work until 1814, when it was sold to a man named Eddy, of Weatherfield. Then it began a series of flittings from one town to another which it has been difficult to trace, until at last it was laid away in a barn in Windsor, whence a few years ago it was found by the editor of the *Vermont Standard* and presented to the State Historical Society, by whom it was sufficiently restored to be properly set up, and is now carefully preserved under glass.

It is difficult to think of anything that could be considered by American printers more precious as a national relic.

ERNEST INGERSOLL.

ANOTHER OLD PRESS.

While on the subject of old presses, as supplementary to Mr. Ingersoll's article on the old Vermont press, that has kept its home ever in the East, the following account of one that has been a pioneer, has kept in front rank of advancing civilization and population, and followed the Star of Empire as westward it has taken its course, will be found of interest

The account is given in the Wichita (Kan.) *Eagle*, which says:

Probably what is one of the oldest printing presses in the world was located in this part of the country by Will Bolton of the Woodward News. The find is a rare one and will be added to the Oklahoma Historical Society's collection.

Mr. Bolton, who was at the Carey hotel last evening, said: "While I was driving last week through Beaver County, Oklahoma Territory, on business, I stopped over at Hardesty to see my old friend, Dick Quinn of the Hardesty Herald. While there I found that he had in his possession a very old German printing press. The press was patented in 1790 at Philadelphia, the patent number being 206, showing it to be one of the first, if not the first, printing presses patented in the United States. Before leaving I made arrangements with Mr. Quinn to have it sent to Norman where it will be placed in the Oklahoma Historical Association rooms, which is in control of the Oklahoma press."

The old press resembles a cider mill. The impression is made by a screw which presses down an iron form, causing the paper to be printed. The press consists of a substantial four-inch oak framework, fitted out with blocks below, which holds the forms. The feed is like that of the old Washington press. It would be hard to conjecture what an interesting history must be that of this old relic. What scenes of history it must have viewed and what tales it must have related. It is very interesting to track the probable course of the old press, how, starting at Philadelphia in 1790, it has followed step by step the frontier, through state by state, and at last reached Hardesty, Beaver County, Oklahoma. Fourteen years ago was founded the Hardesty Herald, one of the brightest papers of Oklahoma. There in that place the old press was brought into use. The editor was an old German, but two years later he sold out to R. M. Quinn, who has brought the paper up to its present standard. In those other days, when the country was new and undeveloped and Hardesty was seeing the beginning of a new era, the old press filled all requirements. But Oklahoma progressed on to its present stage. The circulation of the paper increased and a new press was needed. So regardless of its past history and its age the old press was thrown out and has ever since been exposed to the mercies of the Oklahoma suns and rains, unappreciated and uncared for. But at last it has found a protector in the Oklahoma Historical Association and will hereafter occupy a prominent place in that society's museum. The value of this old relic can hardly be overestimated. It is the oldest press west of the Mississippi. The old press, if it could tell its story, would give forth many interesting things of a time, long since passed away. It would give the history of the progress of a civilization not only in the Southwestern country, but of the East as well. It would be interesting to know who owned the old press, and what papers it has printed to be sent out over the land.

The old press would have a story of the early times in the Oklahoma country, the times which are now memories in the prosperity which is over the land.

The people of Oklahoma are fortunate in having such a relic. New countries rarely have such things. It is the old states that have the historical things, but in this case Oklahoma comes to the front.

MODERN PRINTING MACHINES.

The Walter Scott Printing Machine Works, Plainfield, N. J., has just finished two large newspaper printing machines, one for the *Daily Item*, of Lynn, Mass., and the other for the *Times*, New York City. The machine is fed from four rolls of paper at one time and produces papers folded, pasted and cut in book form and counted in packs of fifty, at a speed of 50,000 per hour. It works from four to thirty-two pages of newspaper size, and up to sixty-four pages of magazine size. Each machine will weigh about forty tons.

VALUABLE TO JOB PRINTER AND JOURNALIST.

SCRANTON, PA., Nov. 16, 1900.

MY DEAR MR. HERBERT: I am much interested in the NATIONAL PRINTER-JOURNALIST, and to a job printer it is as valuable as to the journalist, at least I have found it so the last year and can hardly get along without it. Please keep it going. Enclosed find my check for \$6. Wishing you good health and continued prosperity, and hoping to greet you again at the Buffalo convention in 1901, I am,

Fraternally yours, etc., J. S. SANDERS.



Vignette. 4 line screen.



Square with line. 60 line screen.
Adapted for newspaper use.



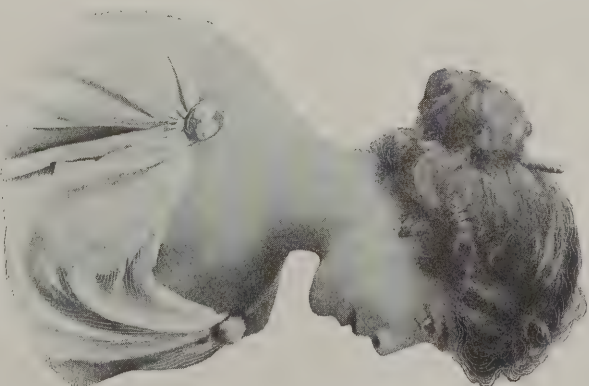
Square with three lines. 150 line screen.
Hand tooled.

SHOWING THE DIFFERENCE IN HALFTONES.]

These are the original halftones which were used in the Specimen Book issued by Barnes-Crosby Co., Chicago.



Oval with line. 100 line screen.



Outline. 133 line screen.



Address a postal card to The Tympany Company, 22 High Street, Boston, and some interesting literature about the new make-ready will arrive by return mail.

The "Eureka" time-savers are a collection of good forms for check in all departments of the printing office that no doubt would prove to be what their name implies if put into use.

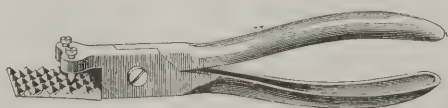
We have heretofore noticed McKittrick's Directory of Advertisers (published by the McKittrick Typo-Lithic Process), but with wrong address. The office is 108 Fulton street, New York.

J. M. Huber, manufacturer of colors, varnish and fine inks, reports the enlargement of his main office at 275 Water street, New York, by the addition of another story. He is putting in apparatus and printing presses so as to be able to match or produce any desired tint or color on short notice without waiting to send to the factory.

Mr. Clifton S. Wady, ad writer, has just suggested a new and novel idea in the interests of the job printer. His plan allows the printer to first prove to his own satisfaction whether or not he could make profitable use of the new "Ribbon-face" typewriter type before buying the type.

Full particulars by return mail if you address The Type-writer Type Co., 146 Franklin Street, Boston.

A plate grip for etchers that is finding ready acceptance is a cast steel contrivance devised by Mr. Theophilus Bey, of Williamsport, Pa. The accompanying picture makes detailed description of the same superfluous. The under jaw is



large and corrugated; the upper has two adjustable points, which are the only parts of the grip that can touch the etching surface. While the advantage of this is obvious, the grip also gives a much firmer hold of the plate than can be obtained with the plyers in general use by engravers.

The Cincinnati (Ohio) *Commercial Tribune* recently contained the following interesting facts with regard to the wonderful growth of the Ault & Wiborg Company of that city:

"In 1877 was established the now immense house of Ault & Wiborg. It began as a modest establishment. But year by year the business was increased. Before long its plant exceeded in size and value the sum total of all the plants of all the makers of printing ink in the West. Today the Ault & Wiborg Company is one of the best-known houses of this sort in the whole of the United States. It has so great a trade that it has opened branch houses in New York, Chicago, St. Louis, in London, England, and

Yokohama, Japan. All these branches carry large stocks of Cincinnati ink. Books are printed in London, on the one hand, and in far Japan upon the other, the ink of whose types was made here in Cincinnati.

"Only the fine grades of ink are made by the Ault & Wiborg Company. No common or spurious inks come from its hands. Its brands are in demand for the best work in lithography, book printing and the more artistic sorts of job printing, and for color printing. In such work the Ault & Wiborg inks have a reputation for quality, durability and for generally being exactly as what they profess to be that is a crown of honor. They are now making a specialty of inks for three-color presses, which illustrates what are known as photo-chromatic colors, and are especially used in reproductions of oil paintings and lithographs."

The Mergenthaler Linotype Co. send the following items of interest: The two leading Jewish dailies of New York are now set on the Mergenthaler

A new face known as the ten-point De Vinne Linotype Series, and another known as their Breveir Title No. 2, a duplicate of the eight-point De Vinne have been produced and are shown herewith:

THERE MUST be no debate between master and pupil, no disputing by the latter of the former's complete authority, no criticising of his motive or his policy, but strict obedience in every case, and a reference of all

There must be no debate between master and pupil, no disputing by the latter of the former's complete authority, no criticising of his motive or his policy, but strict obedience in every case, and a reference of all supposed unjust

The following are specimens of the new Linotype German Nonpareil, No. 3, and Bold Face, No. 2:

So wenig für mein treues Volk als für Deutsche bedarf es einer Rechenschaft über die Ursachen des Kriegs, welcher jetzt beginnt: Nur liegen sie dem unerblicklichen Europa vor Augen. Wir erlagen unter der Uebermacht Frankreichs. Der Friede, der die Hälfte meiner Unterthanen mir ent-

A nice book showing samples of cover papers is being sent out by the Niagara Paper Mills, Lockport, N. Y. The arrangement of the book provides an inserted leaf before each successive brand, bearing the trade-mark that distinguishes that particular line, and which will be found upon every package of it. Upon these interleaving pages are also placed for convenience in ordering, the special codes of the various lines as well as the sizes and weights in which they are carried in stock. The effort has been made to furnish specimen leaves of sufficient size to give a good idea of quality and effect. The book also contains some splendid samples of embossing.

The following are extracts from an article appearing in the August (Annual Export Edition) of the *American Stationer*, showing the position in the trade that the Niagara Paper Co. occupies.

Unquestionably the product of this mill is the most comprehensive of any cover manufacturer in the world, and the consumer who does not know the famous Taffeta, Queen, Royal Melton, Defender, Victorieux, Sultan and Homespun brands does not know the quintessence of art and practicability as applied to

paper. Ranging from delicate Taffeta tints through the original colors and effects embodied in the intermediate grades, to the deep oriental tones of the Sultan line, the consumer has but to consult his fancy and requirements, and "they do the rest." In fact, the variety includes appropriate covers for everything from a leaflet on humming birds to a treatise on threshing machines. Then, too, the unique way in which this product is marketed is extremely interesting.

The Niagara Paper Mills sell to one distributing house in each locality, and only one, protecting this house by a minimum selling price from the cutting of prices by other agents in other localities. This policy enables each representative to be independent and enjoy the profits of his field unmolested. The extent of advertising systematically, enthusiastically and everlastingly gotten out by this firm establishes a fellowship between the manufacturer and the distributor which makes the business profitable and correspondingly pleasurable. This advertising is of the unselfish sort; the mill in the background, the agent all-prominent.

This is a cut made by the Binner Engraving Co., Chicago, illustrating the largest halftone in the world. This halftone is 8 feet long by about 28 inches wide, and is made from the largest one-piece photograph that was ever made, the photograph also being of the same dimensions. It is a photograph of John Alexander Dowie and his flock dedicating the ground



LARGEST HALFTONE IN THE WORLD.

for their New Zion, on the shore of Lake Michigan, about thirty-five miles north of Chicago. The halftone is remarkable not only for the fact that it is such a large one, but that it is a perfect halftone. It was made in two pieces for convenience of printing, for there is no press large enough to print it if made in one piece or on one block. It took four weeks to make the plate, and it is the largest plate this firm ever attempted to make, and the difficult task was accomplished at the first attempt.

Probably the most conveniently and systematically arranged list of goods for sale ever issued is the "Big List" of second hand machinery by the American Type Founders Company.

The size, name, character, make, location as to branch of the company where it is in stock, are so arranged in columns, like a complete railroad time-table, that everything desired to be known about each machine is discerned at a glance. In this way on a sheet 13x16½ inches, over six hundred machines are fully and most satisfactorily described. It is probably the largest list ever issued and certainly no other list was ever before so carefully tabulated. The list includes many, if not all, kinds of job, hand, two revolution, double cylinder, stop-cylinder, three revolution, drum cylinder and other presses; paper cutters; folders; book trimmers; perforators; wire stitchers; electrotyping and binding machinery, etc. There are machines to meet every demand and through the connection of every branch of the company with every other branch orders can be filled with unequalled promptness.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

EVERY EDITOR should have a copy of the History of the National Editorial Association. Write to National Printer-Journalist, Caxton Building, Chicago, inclosing \$1.00.

EMPLOYING PRINTERS' PRICE LIST, new edition, improved, 75 cents, two \$1.00. One thousand sold in 1900. David Ramaley, St. Paul, Minn.

FOR SALE—Job printing plant almost new. Two good Gordon jobbers, electric power, 22-inch Reliance cutting machine, about 75 fonts up-to-date new face job type, and plenty of body type. Good line of work. Big Bargain at \$800. Will invoice over \$1,200. Address W. D. Hord, care Realty News, LaFayette, Ind.

FOR SALE—Empire Typesetting Machine and Distributor, with complete outfit and about fifteen hundred pounds of ten-point Old Style Type. For samples and price address Isaac H. Blanchard Co., 268 Canal St., New York City.

HOW TO AVOID LIBEL SUITS—A useful book, by John D. Missner. Fifty cents a copy. Write "M," care National Printer-Journalist.

PRINTER-PROOFREADER seeks change, large proofroom experience, familiar with Linotype matter, careful reviser, strictly up-to-date, can O. K. for press, practical all around printer, would accept foremanship, can estimate and buy; proofroom job preferred; Union. Address "B," care National Printer-Journalist.

\$1.00 For thirty ads for printers, illustrated; send stamp for sample. Address C. W. Bradley, Mooney Building, Buffalo, N. Y.

THE BUREAU OF RESEARCH is a journalistic resource. It makes a literature of business and a business of literature. It furnishes literary matter, serves you in your business and in your home. Write about our (1) Holiday matter service, (2) Information department, (3) Shopping department. Address R. C. Auld, Secretary, Chicago, Ill.

THE VAN BIBBER ROLLER CO., Sixth and Vine Streets, Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest compressed air apparatus. It pays you to have good rollers, and they count more in presswork than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

YOU can sharpen or whet your paper cutter knife instantly without taking it out of the machine with Hoerner's "Little Wonder" Sharpener. It preserves a perfect edge always and can not injure the knife like a stone that becomes uneven and dangerous to use. Lasts a lifetime and does the work quickly and saves the time and danger of removing and resetting of the knife. A boon to every printery and bindery, large or small. Price, \$3; cash with order, \$2.85; by mail, 30 cents extra. Descriptive circular and testimonials on application. For sale by Typefounders and Dealers, or by the inventor, J. S. Hoerner, Highland, Ill.



A NEW TYPE MEASURE

It shows at a glance the number of thousand ems in a piece of composition, any measure and size. Absolutely accurate. Sent postpaid for 50 cents. Money refunded if not satisfactory. F. W. LEAVITT, 51 South Fourth Street, Minneapolis, Minn.

EMPLOYING PRINTERS' PRICE LIST, new edition, improved, 75 cents, two \$1.00. One thousand sold in 1900. David Ramaley, St. Paul, Minn.



ILLUSTRATIONS.—Our cut catalogue (four parts) represents the best collection of halftone and line cuts for advertising and illustrating purposes in the world. Complete catalogue, **20 cents.** (Refunded.) Spatula Publishing Co., 172 India Street, Boston, Mass.

COIN CARRIERS



Selling to Publishers by the 100,000!

Telegram from Kansas City Journal:—"Will take 100,000 money mailers. Please rush." **OUR COIN CARRIERS** afford perfect security. No gummed slots. You use them over and over again. They carry your ad and do your collecting. Sample free or dozen 10 cents.

NOVELTY MFG. CO., 14 Coin St., Anderson, Ind.

Do You Want It?

A REQUEST on a printed letter-head will bring you a sample of **R. R. B. PADDING GLUE.** ROBT. R. BURRAGE, Frankfort Street, opposite Rose Street, New York.

Law of Newspaper Libel

Discusses what can be done, as well as what should not be said. Revised to cover recent legislation and latest court decisions. By D. M. BUTLER, Editor Nebraska Legal News. Send for a copy—25 cents—to **LEGAL NEWS, LINCOLN, NEB.**

**CHICAGO
ROLLER
COMPANY**

**Printers'
Rollers...**

AND TABLET COMPOSITION.

86-88 MARKET STREET, - - CHICAGO.

This is the best time to order
rollers for **WINTER USE.**

TELEPHONE (Long Distance)
MAIN 2926.



The British Printer

A Journal for the Printing Trades.

EVERY ISSUE CONTAINS

Information on Trade Matters

Advice on Technical Affairs

Hints on Every-day Work

Suggestions for Special Occasions

News of Printers and Printing

All about New Machinery and Appliances

Descriptions of Improved Methods of Work

Sample Jobs for "Lifting"

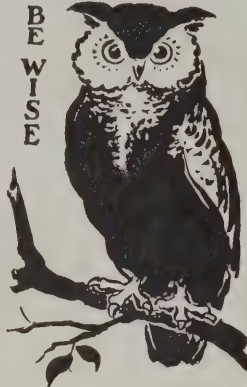
An Art Gallery of Reproductions.

Published Bi-monthly, \$1.83 per annum post free.

Specimen Copy sent post free on receipt of stamps value 15 cents.

RAITHBY, LAWRENCE & CO., Ltd. Leicester: De Montfort Press; London: 1 Imperial Building, Ludgate Circus, E.C.

**B
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Are you worried

With the details and daily perplexities of your Job-room and Press-room? Is there a sort of constant "at sea" feeling about meeting your promises with the work in hand? Are your customers continually being disappointed by that uncertain "nobody knows" manner in which your work is being produced? In this era of fierce competition and small margins, every proprietor, manager, superintendent or foreman of a printing establishment will welcome and appreciate a system which will lessen his daily trials and enable him to do more work and make a fair profit out of his business. Send **\$1.00** for a complete set of **"Eureka" Time-Savers.** The only systems of the kind in the U. S. and the result of over 30 years' experience in the

printing business. Give them a trial and you will never go back to that haphazard manner of doing business now the bane of so many printing houses. Address, **"EUREKA" TIME-SAVERS CO., 44 Dorchester Ave., Cleveland, O.**

JOHN IMIRIE,

PATENTS

SEND SKETCH FOR
EXAMINATION.

605 SEVENTH STREET N. W.
WASHINGTON, D. C.

A CENT A MINUTE

Never less, usually more, is what every compositor you employ costs you. Figure it out yourself, and see if we are not correct. Then figure a little more, and see how much the saving of a few minutes each day will amount to in a year. Suppose you can save 10 minutes—10 cents—\$30.00 a year. Why, you can save more than that every day on every man you've got by buying \$1.75 worth of our

PATENT THIN SPACES

Net profit to you, \$30 per man per year, for the spaces don't break nor wear out, and are always worth what you paid for them. You see, patent thin spaces save all the time lost in justifying with cardboard and paper, and if you are of an observing disposition you will know that cardboard justification is peculiarly successful as a time-killer

Made in two thicknesses, 1-point and ½-point, and in all sizes from 6- to 72-point. In order that the thickness may be known at a glance, the 1-point space is made of brass and the ½-point of copper.

16 oz. either ½- or 1-point, from 6- to 72-point, in wood case, \$1.75; 10 oz. assorted ½- and 1-point, in pasteboard case, \$1.00; 2-oz. package any one size, 25c. Samples free.

BARNHART BROS. & SPINDLER,

SUPERIOR COPPER-MIXED TYPE,

183 to 187 Monroe Street, CHICAGO, ILLS.

For sale by Minnesota Type Foundry Co., St. Paul, Minn.; Great Western Type Foundry, Kansas City, Mo.; St. Louis Printers Supply Co., St. Louis, Mo.; Great Western Type Foundry, Omaha, Neb.; Southern Printers Supply Co., Washington, D. C.; Nicklin's Southwest Printers Supply, Los Angeles, Cal.; Pacific Printers Supply House, Seattle, Wash.; E. C. Palmer & Co., New Orleans, La.; F. Wesel Mfg. Co., New York; R. W. Hartnett & Bro., Philadelphia.

CORBITT SERIES

Made only by the INLAND TYPE FOUNDRY, Saint Louis, U. S. A.

4a 3A, \$16.00

60-POINT CORBITT

L. C. \$6.20; C. \$9.80

Find Prize 5

4a 3A. \$8.50

48-POINT CORBITT

L. C. \$3.25; C. \$5.25

Desired Black 8

5a 3A. \$5.00

36-POINT CORBITT

L. C. \$2.15; C. \$2.85

DESIGNS Acceptable 4

6a 4A, \$4.30

30-POINT CORBITT

L. C. \$2.00; C. \$2.30

BOLD FASHION SECURED

Pleases Advertisers 50

8a 4A, \$3.50

24-POINT CORBITT

L. C. \$1.75; C. \$1.75

ORDER FOR GOOD CUSTOMERS

Best Faces Manufactured 32

10a 6A. \$3.20

18-POINT CORBITT

L. C. \$1.60; C. \$1.60

16A 9A. \$3.00

14-POINT CORBITT

L. C. \$1.55; C. \$1.45

RECORD BREAKERS

Grand Strides 10

DEMANDED PERFECTION

Satisfies Customers 56

20a 12A, \$2.80

12-POINT CORBITT

L, C, \$1.40; C, \$1.40

24a 14A, \$2.50

10-POINT CORBITT

L. C. \$1.25; C. \$1.25

WITNESSED DEMONSTRATION Gives Printers Confidence 72

BEST MADE MATERIAL PROCURED

26a 16A, \$2.25

8-POINT CORBITT

L. C. \$1.10; C. \$1.15

34a 18A, \$2.00

6-POINT CORBITT

L. C. \$1.00; C. \$1.00

PRACTICAL PRINTER BUYING SUPERIOR TYPE And Obtaining Highest Satisfaction 26

ENTERPRISING PRINTERS ADMIRE PERFECT MATERIAL
Thrifty Buyers can Afford Nothing but the Best 35

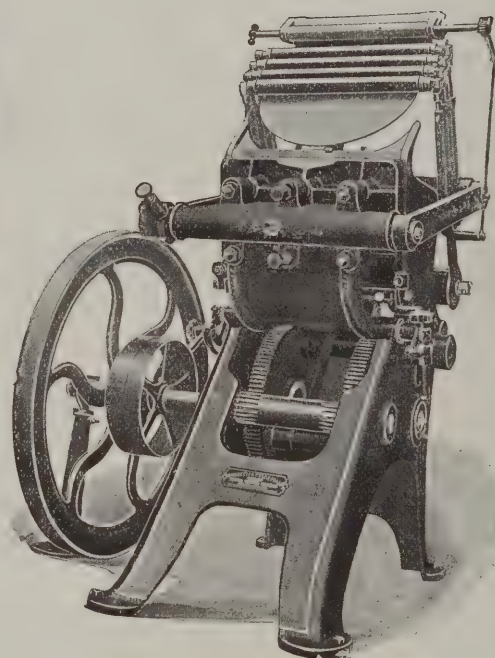
72-Point Corbitt in Preparation

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SPEED, HALFTONE, and EMBOSSING

ARE THE POINTS WHICH MAKE THE

Perfected Prouty Job Presses



SO POPULAR.

Not a

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on the

Press.

NOISELESS,

STRONG,

AND

SIMPLE OF

CON-

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PERFECT

INK

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SEND FOR

CATA-

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AND

PRICES.

PRESSES

RUNNING

IN EVERY

CIVILIZED

COUNTRY.

TWO

Main

Gear

Wheels.

MANUFACTURED ONLY BY

BOSTON PRINTING PRESS COMPANY

Successors to GEO. W. PROUTY CO.

7 Water Street, BOSTON, MASS., U. S. A.

JOHN HADDON & CO., Agents for Great Britain and the Colonies, Salisbury Square, LONDON, ENGLAND.

SAM'L BINGHAM'S SON M'FG CO.

MANUFACTURERS OF

PRINTERS' ROLLERS

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DECEMBER EDITION NOW READY.

Over 600 Machines on hand, embracing Cylinders, Jobbers, Hand Presses, Paper Cutters, Folders, Wire Stitchers, Engines, Motors, etc., etc.

“BIG LIST”

When you want ANYTHING in the line of second-hand machinery, save money by writing our *nearest* branch for copy of “Big List” Bargains in Second-hand Machinery.

AMERICAN TYPE FOUNDERS CO.

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 BALTIMORE Frederick and Water Streets
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 PITTSBURGH 323 Third Avenue
 CLEVELAND 255 St. Clair Street
 CINCINNATI 124 E. Sixth Street

CHICAGO 203 E. Monroe Street
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 KANSAS CITY 612 Delaware Street
 DENVER 1649 Blake Street
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SPECIAL DEALERS: { ATLANTA, GA. Dodson Printers' Supply Co.
 DALLAS, TEX. Scarff & O'Connor Co.

N I A G A R A P A P E R M I L L S

Seven great lines

TAFFETA

DEFENDER

QUEEN

VICTORIEUX

ROYAL-

SULTAN

MELTON

HOMESPUN



*This Brand of Cover Papers
always kept moving by
the following*

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Garrett-Buchanan Co., Philadelphia, Pa.
Brown & Clark Paper Co., St. Louis, Mo.
A. Storrs & Bement Co., Boston, Mass.
The Chatfield & Woods Co., Cincinnati, Ohio.
A. Zellerbach & Sons, San Francisco and
Los Angeles, Cal.
Dobler & Mudge, Baltimore, Md.
Standard Paper Co., Milwaukee, Wis.
Kingsley Paper Co., Cleveland, Ohio.
Beecher, Peck & Lewis, Detroit, Mich.
W. W. McBride & Co., Pittsburg, Pa.

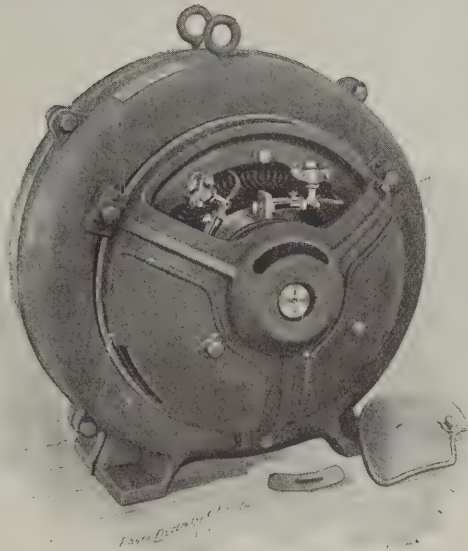
E. C. Palmer & Co., Ltd., New Orleans, La.
Kansas City Paper House, Kansas City, Mo.
Carpenter Paper Co., Omaha, Neb.
Alling & Cory, Rochester, N. Y.
Troy Paper Co., Troy, N. Y.
The Courier Co., Buffalo, N. Y.
J. & F. B. Garrett, Syracuse, N. Y.
Hudson Valley Paper Co., Albany, N. Y.
McClellan Paper Co., Minneapolis, Minn.
Central Ohio Paper Co., Columbus, Ohio.
C. M. Rice Paper Co., Portland, Maine.
E. Morrison Paper Co., Washington, D. C.
Plymouth Paper Co., Holyoke, Mass.

Peters Paper Co., Denver, Colo.
The S. P. Richards Co., Atlanta, Ga.
H. N. Richmond Paper Co., Seattle and
Tacoma, Wash.
Pacific Paper Co., Portland, Ore.
Richmond Paper Mfg. Co., Richmond, Va.
Johnston & Co., Harrisburg, Pa.
W. A. Stowe, Grand Rapids, Mich.
The Plimpton Manufacturing Co., Hartford,
Conn.
W. V. Dawson, Exclusive Agent for the
Dominion of Canada.

Write to them or to us at Lockport, N. Y., for Samples.

MIGNON, VICTORIEUX, (20 X 25 - 75) COVERS THIS ISSUE.

SPRAGUE ELECTRIC COMPANY



MANUFACTURERS OF
HIGH-GRADE MOTOR EQUIPMENTS
FOR NEWSPAPER OFFICES, PRINT-
ING ESTABLISHMENTS, AND BOOK
BINDERIES,

The Lundell apparatus which we manufacture is celebrated the world over for its efficiency, compactness, and careful workmanship. It is non-sparking, reliable, safe, and flexible. It saves in the cost of power. The expense ceases when the machine or press stops. Send for Bulletin No. 20016.

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CHICAGO: Fisher Building.

BOSTON: 275 Devonshire Street.

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4 TRAINS DAILY BETWEEN
CHICAGO
INDIANAPOLIS
& CINCINNATI
2 TRAINS DAILY BETWEEN
CHICAGO & LOUISVILLE
PARLOR and DINING
CARS on DAY TRAINS
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CARS on NIGHT TRAINS
FRANK J. REED, Gen. Pass. Agt.
CHAS. H. ROCKWELL, Traffic Mgr.
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DEPOT
DEARBORN STATION
CHICAGO
ONLY LINE TO THE FAMOUS HEALTH RESORTS
WEST BADEN & FRENCH LICK
SPRINGS

The National Printer-Journalist.

The scope of this publication, now in its twelfth year, has been greatly improved and enlarged, and made to cover the following

TWELVE DEPARTMENTS:

- PUBLICITY AND MORE WORK** for Printers, Printer-Journalists, Engravers, and Distributors. Giving practical hints, showing specimens of ads, etc. The HOW and WHY are given.
- ABOUT ADVERTISING.** Concerning the whole field of advertising, with facts, suggestions, and points by which to reach and educate advertisers. "Advertisatorial" — the best in nutshells.
- NEWSPAPER COMPARISON AND CRITICISM.** Pointing out defects and suggesting improvements. Send samples of work.
- REVIEW OF JOB WORK, BOOKS, AND PAMPHLETS.** Showing specimens of work, with criticisms, and telling how to attain greater excellence. Send specimens for review.
- THE MAN HIMSELF.** A help to self-help and how to help others. A collection of scattered and unrecorded valuable information.
- THE CITY DESK.** Gives suggestions for editors, reporters, and all newspaper writers. Introducing a correspondence school of journalism. What to say and how to say what you want to say.
- THE PRESSROOM.** Giving a practical treatise on presswork how to handle and care for rollers, make up forms, with hints on make-ready and the care of presses. Also answers to inquiries.
- THE BOOKMAKER.** A department on bookbinding showing reproductions of new book covers, etc., with notes on same.
- THE JOB PRINTER.** Giving articles on the management of the job office, on job composition, and the way to make it pay.
- AMONG THE ASSOCIATIONS.** Contains accounts of the meetings of Editorial, Publishers' and Employing Printers' Associations, with extracts from practical papers delivered by the most successful editors, publishers, and printers in America.
- EDITORIAL NOTES AND POINTS.** Gives new features and novel points in newspaper making, special numbers, souvenirs, etc., with notes on the most successful way of handling the same.
- CIRCULATION DEPARTMENT.** This subject is treated in a comprehensive manner, giving the best methods of securing, retaining, and managing the circulation of a newspaper.

PAN-AMERICAN
EXPOSITION
1901

Prop. M. WILHELM R. KOEHLER

Buffalo
ELECTROTYPE
AND ENGRAVING CO.

Operators of all Processes.
Half-Tone,
Zinc Etching,
Wood & Wax
Engraving.
LARGEST FACILITIES
FOR
Electrotyping.

FINE CATALOGUE
ILLUSTRATIONS
FOR EVERY KIND
OF BUSINESS.
COLOR WORK.
A SPECIALTY

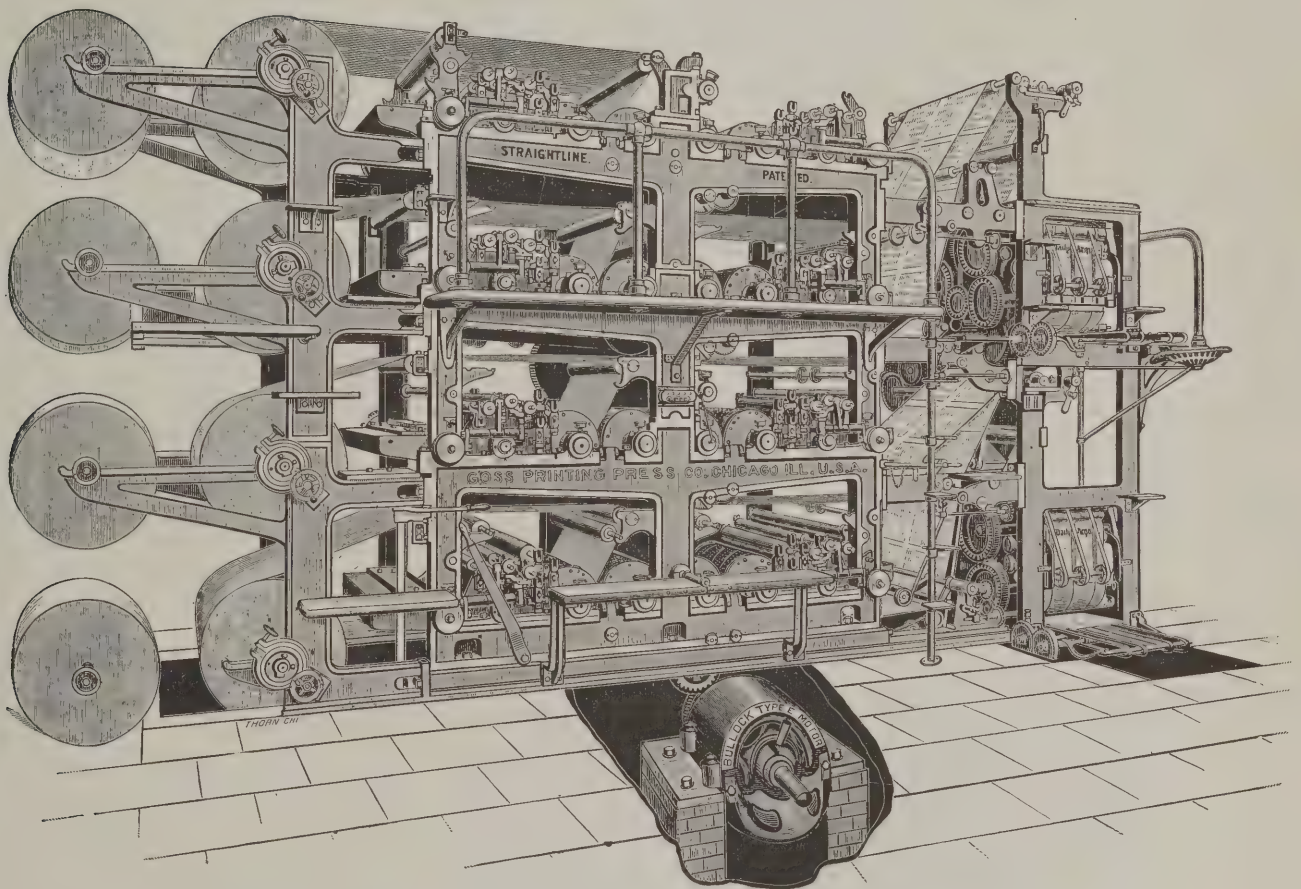
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AND ELLICOTT STS.
Buffalo, N.Y.

SPECIMENS & ESTIMATES FURNISHED ON APPLICATION.

BUFFALO ELECTROTYPE & ENGRAVING CO. BUFFALO ELECTROTYPE & ENGRAVING CO. HALF-TONE ZINC ETCHING WOOD & WAX ENGRAVING. THE FINE ZINC ETCHING WOOD WAX ENGRAVING.

THE GOSS *Patented 4-Deck* STRAIGHTLINE *Newspaper Printing and Folding Machine*

RECEIVED HIGHEST AWARD
AT THE PARIS EXPOSITION



Prints any number of pages without change or alteration. Always
ready for the run — no turning bars or other mechanism in making
up the different products. It's a prize-winner and money-maker.

PATENTED AND MANUFACTURED BY

The Goss Printing Press Company

16th Street and Ashland Avenue, = = = = Chicago, Ill., U. S. A.

Honestly Made Inks



ARE THE KIND you want and J. M. HUBER'S INKS are made honestly and on scientific principles.

All the Dry Colors, the Varnishes, and Dryers out of which J. M. Huber manufactures the Inks he sells are made at his well-equipped factory. If you buy J. M. Huber's Inks you buy your colors direct from the color-maker, your varnishes, etc., direct from the varnish-maker, and, what is more important, your Inks from the Ink-Maker who is at the head of the complete varnish and color department. He is the best Ink-Maker of the country, for he knows what he is using, and he actually shapes his material to suit the Ink that is to do your work. No man who must take another's word for the quality and price of his raw material can reliably guarantee to furnish the best and most uniform Printing Inks. There is only one way to make the best Printing Inks, that is to make and watch the making of *everything that goes into them from start to finish.*

Niles, O., July 7, 1900.

Mr. J. M. HUBER,
275 Water St., N. Y.

Dear Sir:—

At your request we thoroughly tested your DIAMOND BLACK and some of your colored Inks at a recent Exhibition of our Machinery at the Printers' Fair in New York.

As the Harris Press was run on that occasion at 13,200 impressions per hour, the work was in itself quite a test of the Ink. We are happy to say that your Inks proved satisfactory in every particular. They did not heat or melt the rollers, nor did they dry out flat. They gave a good color without off-setting, and in our opinion are honestly made goods which we gladly recommend to all printers using our Automatic Presses.

(Signed)

THE HARRIS
AUTOMATIC
PRESS COMPANY

Geo. D. Kirkham, Sec'y.



J. M. HUBER, 275 Water Street, New York.
FACTORY: BROOKLYN, N. Y.

Huber's Colors in
use since 1780.

BOSTON: 133 Pearl Street.

CHICAGO: 337-9 Dearborn Street.

PHILADELPHIA: 424 Sansom Street.

Types Move the World



of Business, Politics, and Society. The old and reliable A. D. FARMER & SON TYPE FOUNDRY COMPANY makes movable type for ALL, in ALL the Standard, Best, and Most Modern Faces used by up-to-date newspapers and magazines. Model and complete modern job offices. All sizes and styles of type. An extensive and most complete assortment of brass rule, made on any body required. Leads, slugs, and metal furniture. Brass type for bookbinders. Wood furniture. Printing machinery of the best manufacturers. Goods and machinery always in stock ready to ship on the shortest notice. All wants met promptly and large or small offices furnished and fitted out complete on the shortest notice. Send for specimen sheets of our new ornaments—the one used in this ad is a sample. It affords us pleasure to answer letters.

A. D. Farmer & Son Type Foundry Co.

63-65 Beekman Street NEW YORK.
163-165 Fifth Avenue CHICAGO.

THE CUT SHOWN HEREWITH WAS MADE ON A CROWN ENGRAVING PLATE, AND WAS FINISHED, READY FOR THE FORM, IN **20** MINUTES.



IT TOOK THE ARTIST **10** MINUTES to sketch it on the plate, and the stereotyper **10** minutes more to finish it up. The entire cost of the finished cut was **less than 20 cents**. This is a sample of rapid outline work, suitable for newspaper use. With more time and more care and by the use of our **MULTIPLE LINERS AND STIPPLING TOOLS**, results can be obtained that equal lithography in precision, and the halftone effect can be so closely imitated that it is difficult to distinguish the difference.

Points to Remember.

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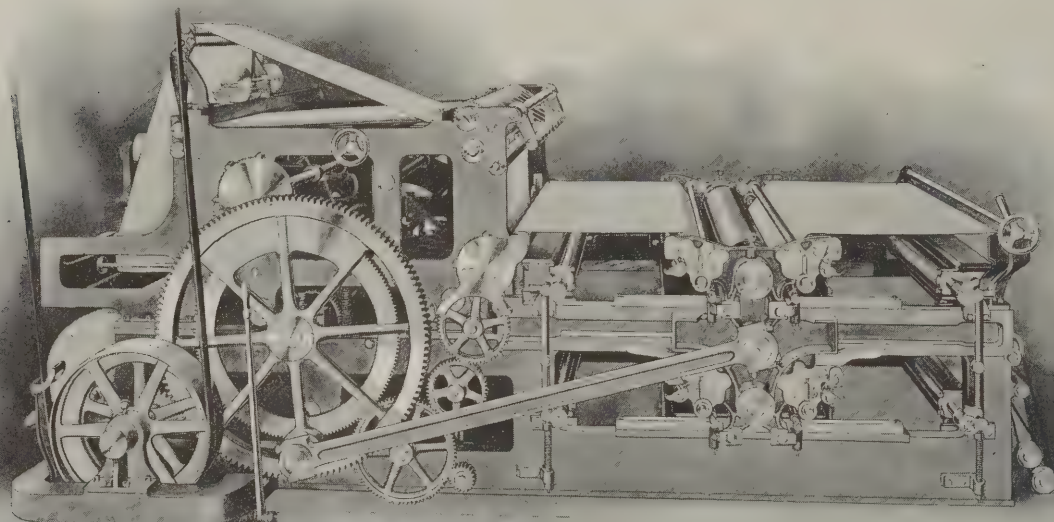
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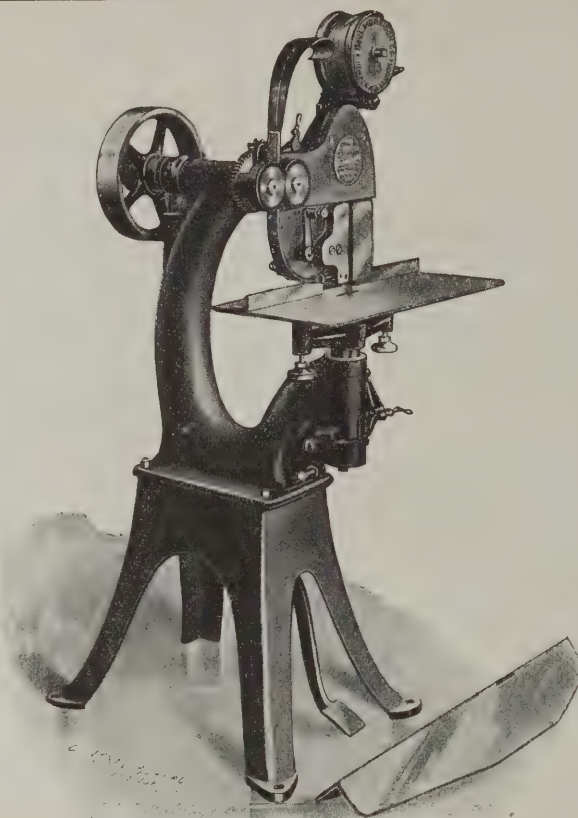
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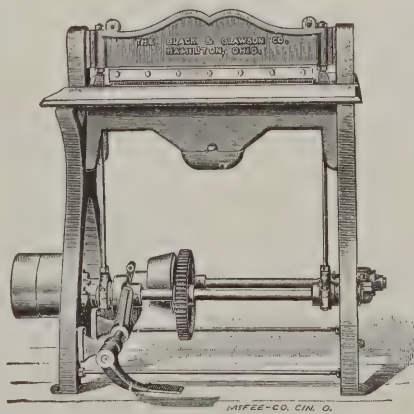
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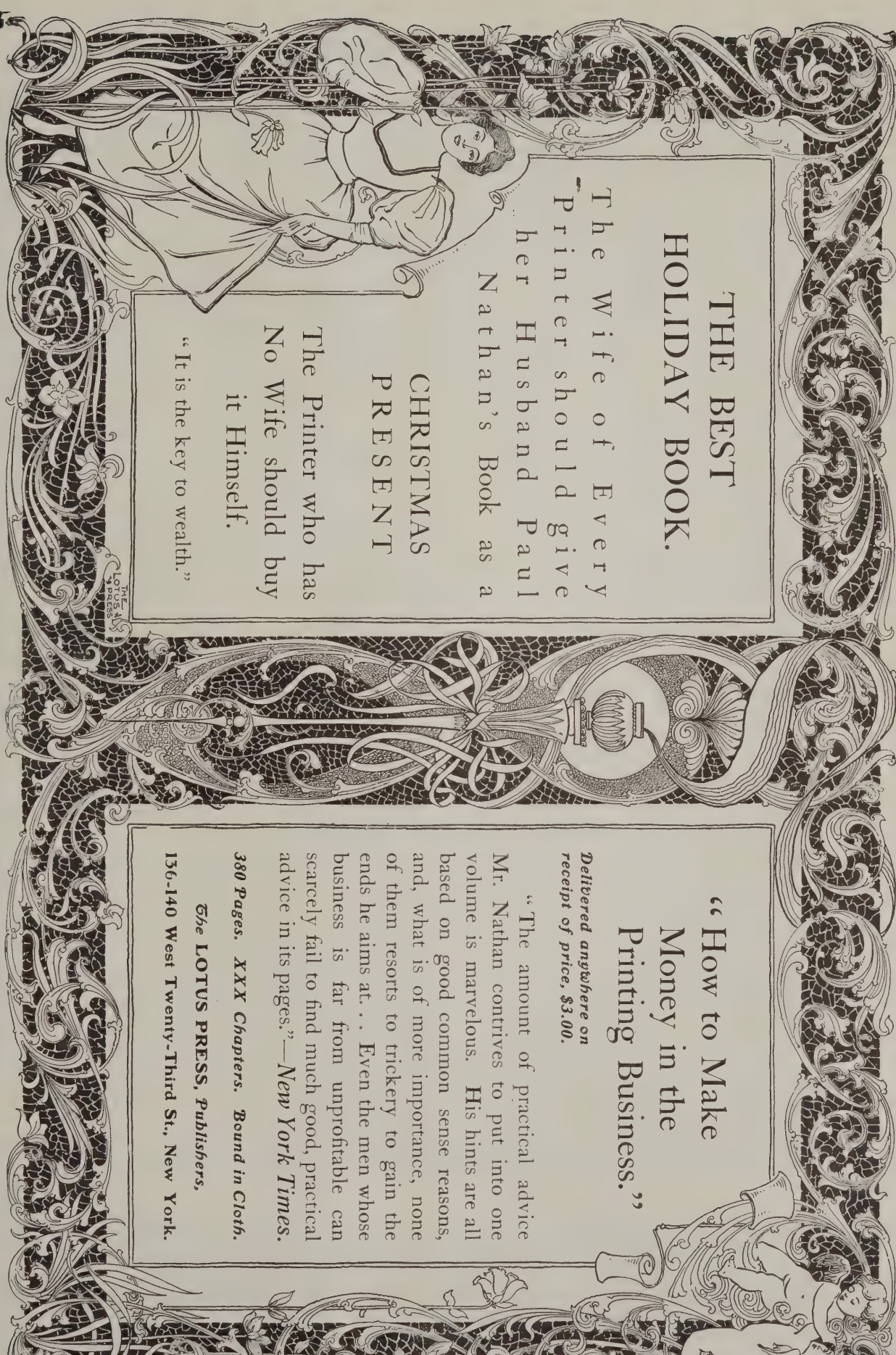
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